

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 24, 1983

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	22.6	18,830
2	TRAPPER JOHN, M.D.	19.8	16,490
3	NEWHART	17.9	14,910
4	JEFFERSONS	17.8	14,830
5	ABC MOVIE SPECIAL(S)	16.8	13,990
5	HART TO HART#	16.8	13,990
7	SIMON & SIMON	16.4	13,660
8	60 MINUTES	16.3	13,580
9	CAGNEY & LACEY#	16.0	13,330
10	A TEAM	15.9	13,240
11	CBS WEDNESDAY NIGHT MOVIE	15.8	13,160
12	NBC MONDAY NIGHT MOVIES	15.7	13,080
13	HILL STREET BLUES	15.6	12,990
14	CBS REPORTS(S)	15.3	12,740
15	CHEERS	15.1	12,580
16	MAGNUM, P.I.	14.9	12,410
16	REMINGTON STEELE	14.9	12,410
18	KNIGHT RIDER	14.8	12,330

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	15.9	34,710
2	TRAPPER JOHN, M.D.	12.9	28,170
3	HART TO HART#	12.8	28,000
4	A TEAM	12.4	26,960
5	JEFFERSONS	12.1	26,320
6	NEWHART	12.0	26,200
7	REMINGTON STEELE	10.8	23,450
8	KNIGHT RIDER	10.6	23,110
9	HILL STREET BLUES	10.4	22,720
10	SIMON & SIMON	10.4	22,700
11	ABC MOVIE SPECIAL(S)	10.2	22,320
12	CHEERS	10.2	22,180
13	CAGNEY & LACEY#	10.0	21,750
14	CBS WEDNESDAY NIGHT MOVIE	9.9	21,700
15	NBC MONDAY NIGHT MOVIES	9.7	21,180
16	MAGNUM, P.I.	9.5	20,810
17	60 MINUTES	9.5	20,800

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	20.3	17,490
2	TRAPPER JOHN, M.D.	16.8	14,500
3	NEWHART	14.5	12,560
4	JEFFERSONS	13.9	12,040
5	CBS WEDNESDAY NIGHT MOVIE	13.3	11,460
6	HART TO HART#	13.2	11,430
7	SIMON & SIMON	12.9	11,120
8	CHEERS	12.2	10,540
9	CBS REPORTS(S)	11.9	10,290
10	NBC MONDAY NIGHT MOVIES	11.8	10,150
11	60 MINUTES	11.7	10,100
12	FANTASY ISLAND#	11.6	10,050
13	REMINGTON STEELE	11.6	9,990
14	CAGNEY & LACEY#	11.5	9,910
15	ALICE#	11.3	9,770
16	20/20	11.2	9,690
17	ONE DAY AT A TIME	11.0	9,500

### WEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MOVIE SPECIAL(S)	12.7	9,850
2	USFL CHAMPIONSHIP GAME(S)	12.2	9,500
3	60 MINUTES	11.7	9,130
4	HILL STREET BLUES	11.7	9,080
5	MISS UNIVERSE PAGEANT(S)	11.5	8,930
6	HART TO HART#	11.0	8,520
7	A TEAM	10.8	8,430
8	CAGNEY & LACEY#	10.7	8,310
9	SIMON & SIMON	10.5	8,150
10	TRAPPER JOHN, M.D.	10.3	8,020
11	NEWHART	10.3	8,010
12	JEFFERSONS	10.1	7,840
13	MATT HOUSTON#	9.8	7,650
14	REMINGTON STEELE	9.6	7,500
15	MAGNUM, P.I.	9.6	7,470
16	20/20	9.5	7,380
17	KNIGHT RIDER	9.4	7,340
17	NBC SUNDAY NIGHT MOVIE	9.4	7,340

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 24, 1983

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	18.4	9,970
2	HART TO HART#	14.8	8,000
3	TRAPPER JOHN, M.D.	14.5	7,860
4	CHEERS	12.9	6,980
5	CBS WEDNESDAY NIGHT MOVIE	12.3	6,670
6	FANTASY ISLAND#	12.1	6,540
7	NEWHART	12.0	6,490
8	CBS REPORTS(S)	11.8	6,400
9	HILL STREET BLUES	11.7	6,340
10	JEFFERSONS	11.6	6,300
11	REMINGTON STEELE	11.1	6,020
12	SIMON & SIMON	11.0	5,930
13	A TEAM	10.9	5,900
14	KNIGHT RIDER	10.4	5,650
15	CAGNEY & LACEY#	10.4	5,640
16	20/20	10.3	5,600
17	GIMME A BREAK	10.1	5,480

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	25.2	6,670
2	60 MINUTES	21.8	5,780
3	TRAPPER JOHN, M.D.	19.9	5,280
4	NEWHART	18.6	4,920
5	JEFFERSONS	17.5	4,650
6	ALICE#	17.3	4,580
7	SIMON & SIMON	16.0	4,250
8	ONE DAY AT A TIME	15.8	4,190
9	CBS WEDNESDAY NIGHT MOVIE	15.6	4,130
10	MAGNUM, P.I.	15.5	4,100
11	NBC MONDAY NIGHT MOVIES	15.2	4,020
12	DALLAS	14.9	3,960
13	LOVE BOAT	14.3	3,800
14	CBS TUESDAY NIGHT MOVIES	14.2	3,770
15	FALCON CREST	13.7	3,630
16	ON THE ROAD WITH KURALT	13.4	3,560

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HILL STREET BLUES	12.9	6,730
2	USFL CHAMPIONSHIP GAME(S)	12.4	6,460
3	A TEAM	11.8	6,160
4	ABC MOVIE SPECIAL(S)	11.4	5,930
5	HART TO HART#	10.4	5,440
6	MISS UNIVERSE PAGEANT(S)	10.0	5,240
7	REMINGTON STEELE	10.0	5,230
8	SIMON & SIMON	9.8	5,130
9	CAGNEY & LACEY#	9.7	5,080
10	KNIGHT RIDER	9.5	4,950
11	CHEERS	9.4	4,920
12	MATT HOUSTON#	9.2	4,800
13	MAGNUM, P.I.	8.9	4,660
14	NBC SUNDAY NIGHT MOVIE	8.7	4,540
15	60 MINUTES	8.6	4,490
16	NEWHART	8.6	4,480
17	TRAPPER JOHN, M.D.	8.5	4,460
18	USFL CHAMPIONSHIP POST GM(S)	8.4	4,380
19	ABC SUNDAY NIGHT MOVIE#	8.3	4,330

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	18.7	3,800
2	MISS UNIVERSE PAGEANT(S)	14.4	2,920
3	TRAPPER JOHN, M.D.	14.2	2,870
4	ABC MOVIE SPECIAL(S)	13.9	2,820
5	20/20	13.8	2,800
6	NEWHART	13.7	2,780
7	ABC MONDAY NIGHT BASEBALL	13.5	2,730
8	JEFFERSONS	13.2	2,670
9	CAGNEY & LACEY#	13.0	2,630
10	USFL CHAMPIONSHIP GAME(S)	12.7	2,570
11	CBS TUESDAY NIGHT MOVIES	12.0	2,440
12	MAGNUM, P.I.	11.8	2,400
13	ABC MONDAY NIGHT BSBL-PRE	11.7	2,380
14	CBS EVENING NEWS-RATHER	11.7	2,370
15	SIMON & SIMON	11.7	2,370
16	ALICE#	11.5	2,330
17	LOVE BOAT	11.4	2,320
18	HART TO HART#	11.2	2,270

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
•EVENING																														
A TEAM						21	212	207				2036	637	244	711	235	446	405	358	232	637	256	464	360	310	149	314	108	374	234
TUE. 8.00P 60 NBC A						99	97		A 15.9	31	1324	B 19.0	31	1583																
8.00 - 8.30									A 14.6	30	1216	2015	623	245	693	222	419	381	351	241	633	258	461	351	302	147	309	103	380	227
8.30 - 9.00									A 17.2	33	1433	2044	643	240	719	245	464	421	362	222	638	255	466	368	315	148	318	111	369	239
ABC COMEDY SPECIAL						1		193	A 8.1	18	675	1545	681	257	761	305	482	350	390	245	522	159	237	237	257	220	123	89	139	91
2 FRI. 8.30P 30 ABC CS							98		B 8.1	18	675																			
ABC FRIDAY NIGHT MOVIE						11		184	A 8.2	17	683	1943	698	227	783	330	470	360	317	262	750	375	481	404	242	216	203	82	207	40
2 FRI. 9.00P 120 ABC FF							96		B 11.4	21	950																			
9.00 - 9.30									A 6.9	15	575	1708	658	193	724	269	379	292	292	292	702	243	354	333	287	287	137	100	145	37
9.30 - 10.00									A 7.1	14	591	2090	746	247	836	347	485	366	299	294	773	349	443	386	236	270	189	92	292	79
10.00 - 10.30									A 9.1	19	758	2000	701	244	780	366	500	386	300	230	764	432	524	420	218	190	246	80	210	30
10.30 - 11.00									A 9.8	20	816	1912	675	216	772	317	481	374	358	245	740	430	549	444	235	145	217	64	183	22
ABC MONDAY NIGHT BSBL-PRE						6	204	205	A 8.5	19	708	1537	502	207	571	159	309	230	278	228	752	220	375	312	336	337	75	17	139	66
1 MON. 8.00P 11 ABC SC						99	99		B 8.1	17	675																			
2 MON. 8.00P 14																														
ABC MONDAY NIGHT BASEBALL						6	204	205	A 10.4	19	866	1554	444	184	539	176	306	224	250	199	843	301	463	401	343	315	54	27	118	80
1 MON. 8.11P 160 ABC SE						99	99		B 9.8	18	816																			
2 MON. 8.14P 155																														
8.30 - 9.00									A 10.1	20	841	1564	470	221	562	183	310	218	250	216	788	275	437	328	312	314	78	30	136	79
9.00 - 9.30									A 10.8	20	900	1562	457	162	550	203	308	209	224	205	861	325	453	366	323	331	44	30	107	70

9.30 - 10.00								A 10.9	19	908	1622	430	187	577	219	345	227	245	199	900	347	501	418	345	328	37^	17^	108^	77^
10.00 - 10.30								A 11.1	19	925	1520	431	167	494	128^	282	232	261	190	845	293	480	476	376	281	43^	29^	138	104^
ABC MOVIE SPECIAL(S)					205			A 16.8	32	1399	1595	614	167^	649	208	362	356	307	219	704	278	423	429	311	201	131^	60^	111^	82^
2 WED.	9.00P	120	ABC	FF	99																								
9.00 - 9.30								A 13.6	27	1133	1645	626	144^	660	202^	355	359	310	232	713	278	431	442	320	201^	128^	58^	144^	101^
9.30 - 10.00								A 15.7	29	1308	1588	601	153^	635	200	365	355	308	210	696	264	418	418	316	205	137^	69^	120^	87^
10.00 - 10.30								A 18.7	35	1558	1577	606	178	643	202	361	358	307	211	695	266	408	427	316	200	135^	59^	104^	74^
10.30 - 11.00								A 19.3	36	1608	1572	620	184	655	227	364	352	296	222	705	300	432	423	292	199	124^	56^	88^	78^
ABC NEWS CLOSEUP(S)					205			A 6.4	13	533	1570	812	435^	837	226^	481	499	467	267^	511	204^	275^	139^	214^	208^	157^	71^	65^	34^
1 SAT.	10.00P	60	ABC	DN	98																								
10.00 - 10.30								A 7.0	15	583	1633	798	407^	822	221^	474	469	460	271^	565	246^	320^	147^	230^	213^	162^	77^	84^	58^
10.30 - 11.00								A 5.9	13	491	1450	814	454^	836	227^	478^	526	464^	254^	435^	152^	219^	132^	190^	193^	142^	58^	37^	17^
ABC NEWSBRIEF-M-F					195	192	189	A 9.4	18	783	1768	571	211	631	217	385	350	302	198	677	244	435	396	332	203	234	91	226	148
1 MON.	8.10P	1	ABC	N	97	96		B 15.3	24	1274																			
TU&TH	9.58P	1																											
1 WED.	9.55P	2																											
1 FRI.	9.54P	2																											
2 MON.	8.12P	1																											
2 WED.	9.57P	1																											
2 FRI.	9.55P	2																											
ABC NEWSBRIEF-SAT.					39	192	188	A 12.4	26	1033	1782	736	228	802	251	444	398	364	310	569	244	339	241	230	187	157	86^	254	160
SAT.	9.58P	1	ABC	N	96	96		B 18.4	32	1533																			
ABC NEWSBRIEF-SUN.					40	196	195	A 11.8	21	983	1669	533	238	548	162	321	333	327	176	851	337	567	505	407	224	202	82^	68^	55^
1 SUN.	10.10P	2	ABC	N	97	97		B 16.4	26	1366																			
2 SUN.	9.55P	1																											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11		
EVENING CONT'D																															
ABC SPORTS UPDATE-SAT						40	189	192	A	11.4	26	950	1623	708	230	745	183	367	357	341	331	543	170	259	209	239	248	181	116	154	73
1 SAT. 8.58P						1	ABC	SN	96	97	B	15.1	27	1258																	
2 SAT. 8.57P						2																									
ABC SPORTS UPDATE-SUN						38	182	196	A	11.2	23	933	1907	671	244	738	177	410	410	427	282	788	271	517	465	421	218	172	75	209	106
1 SUN. 7.58P						1	ABC	SN	94	98	B	14.6	24	1216																	
2 SUN. 8.34P						2																									
ABC SUNDAY NIGHT MOVIE						31		205	A	12.4	22	1033	1659	670	233	681	165	412	438	448	221	687	188	420	422	411	197	177	78	114	74
2 SUN. 9.00P						115	ABC	FF	99		B	16.7	27	1391																	
9.00 - 9.30									A	11.9	21	991	1629	639	227	652	157	375	379	412	248	679	169	414	401	427	213	194	88	104	91
9.30 - 10.00									A	12.6	22	1050	1783	704	239	718	162	419	475	465	224	722	203	450	450	425	192	213	90	130	98
10.00 - 10.30									A	12.4	22	1033	1636	664	222	674	168	423	449	458	203	689	185	414	430	414	197	148	68	125	73
10.30 - 11.00									A	12.5	24	1041	1609	685	254	694	174	438	459	470	212	671	192	406	410	392	196	151	66	93	33
ABC THURSDAY NIGHT MOVIE						3		199	A	9.3	18	775	2227	676	235	737	316	541	481	354	147	539	260	427	400	257	63	268	72	683	369
2 THU. 8.00P						120	ABC	FF	98		B	9.7	19	808																	
8.00 - 8.30									A	9.1	19	758	2222	651	223	696	249	489	460	360	163	484	227	371	342	206	77	251	96	791	428
8.30 - 9.00									A	8.5	17	708	2297	661	225	707	234	500	468	388	154	558	278	457	434	248	60	256	63	776	429
9.00 - 9.30									A	9.5	17	791	2176	692	250	764	374	577	489	338	131	541	267	435	422	274	43	251	57	620	337
9.30 - 10.00									A	10.1	18	841	2210	688	241	767	391	581	500	325	139	570	276	451	404	283	66	303	71	570	296
ABC WORLD NEWS TONIGHT						200	202	203	A	9.0	21	750	1392	652	191	698	160	307	308	340	330	531	168	256	239	217	253	67	35	96	43
M-F 6.30P						30	ABC	N	99	99	B	11.2	21	933																	
ABC WRD NEWS TONIGHT-SUN																															
SUN. 6.30P						34	159	166	A	5.6	14	466	1687	606	129	700	103	253	270	353	393	781	348	447	464	278	278	78	12	128	69
						83	87	B	7.5	15	625																				
ALICE						5	202		A	13.7	28	1141	1688	765	329	855	258	369	380	317	400	456	120	226	194	216	205	101	55	276	175
1 SUN. 8.00P						30	CBS	CS	99		B	12.2	27	1016																	
ARCHIE BUNKER'S PLACE						4	200	197	A	8.5	19	708	1397	700	256	777	265	412	351	289	320	436	149	258	229	190	160	73	23	111	86
WED. 8.00P						30	CBS	CS	99	97	B	8.8	19	733																	
AT EASE						16	197		A	9.2	20	766	1591	593	230	724	156	380	337	359	296	547	237	385	364	238	135	147	77	173	173
1 FRI. 8.30P						30	ABC	CS	98		B	10.9	19	908																	
BENSON						7	198	191	A	10.1	22	841	1620	634	257	763	246	413	331	355	301	510	160	272	254	258	204	122	75	225	158
FRI. 8.00P						30	ABC	CS	98	97	B	10.3	22	858																	
BUFFALO BILL						6	199	195	A	10.8	20	900	1511	592	236	681	310	417	339	219	232	435	202	278	263	153	133	237	117	158	105
WED. 9.30P						30	NBC	CS	99	99	B	12.6	22	1050																	
CAGNEY & LACEY						29		199	A	16.0	29	1333	1632	647	230	743	286	423	382	326	243	624	239	381	331	295	198	140	59	125	71
2 MON. 10.00P						60	CBS	OP	99		B	15.2	25	1266																	
10.00 - 10.30									A	15.4	27	1283	1652	635	225	723	279	409	374	312	239	620	250	380	325	286	187	146	62	163	104
10.30 - 11.00									A	16.7	30	1391	1593	655	231	753	290	431	384	334	245	621	226	378	333	301	205	130	55	89	39
CBS EVENING NEWS-RATHER						200	204	204	A	10.4	24	866	1453	718	191	762	175	301	305	311	403	552	111	222	262	275	274	73	38	66	31
M-F 6.30P						30	CBS	N	99	99	B	13.5	25	1125																	
CBS EVENING NEWS-DEAN						29	178	181	A	7.6	19	633	1389	645	120	707	83	180	186	271	495	578	67	177	227	332	343	74	30	30	LT
SUN. 6.30P						30	CBS	N	90	90	B	9.1	19	758																	
CBS REPORTS(S)								198	A	15.3	28	1274	1623	742	365	809	263	503	430	419	255	518	166	315	315	282	164	149	96	147	115
1 THU. 10.00P						60	CBS	DN	99																						
CONT'D																															



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME		WK #	DAY	START TIME	DUR	T/C THIS SEASON PROG. NET TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
											AVG. AUD. SHARE %		TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																											
CBS REPORTS(S)-CONT'D																											
10.00 - 10.30																											
10.30 - 11.00																											
CBS SAT. NEWS-SCHIEFFER																											
SAT. 6.30P 30 CBS N																											
CBS SAT. NIGHT MOVIE																											
1 SAT. 9.00P 150 CBS FF																											
2 SAT. 9.00P 120																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
11.00 - 11.30																											
CBS TUESDAY NIGHT MOVIES																											
TUE. 9.00P 120 CBS FF																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
CBS WEDNESDAY NIGHT MOVIE																											
27 201 197																											
WED. 9.00P 120 CBS FF																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
CHEERS																											
THU. 9.30P 30 NBC CS																											
CHIPS																											
1 SUN. 8.00P 60 NBC OP																											
8.00 - 8.30																											
8.30 - 9.00																											
DALLAS																											
FRI. 9.00P 60 CBS GD																											
9.00 - 9.30																											
9.30 - 10.00																											
DIFF'RENT STROKES-SAT.																											
SAT. 8.00P 30 NBC CS																											
DUKES OF HAZZARD																											
FRI. 8.00P 60 CBS CS																											
8.00 - 8.30																											
8.30 - 9.00																											
EISCHIED																											
FRI. 10.00P 60 NBC OP																											
10.00 - 10.30																											
10.30 - 11.00																											



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																
JEFFERSONS						36	200	200	A 17.8	32	1483	1775	743	271	811	263	424	391	353	312	529	147	287	294	275	182	191	100	244	163		
SUN. 9.00P						30	CBS	CS	99	99	B 19.0	29	1583																			
JOANIE LOVES CHACHI						8	199	198	A 10.0	19	833	1767	647	215	790	368	509	376	257	253	362	166	196	154	109	145	333	232	282	212		
TUE. 8.30P						30	ABC	CS	96	97	B 11.3	20	941																			
KNIGHT RIDER						37	189	197	A 14.8	30	1233	1874	659	255	707	225	459	422	386	195	596	188	401	373	326	167	189	94	382	273		
FRI. 9.00P						60	NBC	A	95	95	B 15.2	25	1266																			
9.00 - 9.30									A 13.9	29	1158	1871	663	256	715	226	464	425	389	197	572	176	383	355	314	161	195	98	389	280		
9.30 - 10.00									A 15.8	31	1316	1857	651	247	693	220	444	414	380	195	607	191	412	384	335	167	182	91	375	265		
KNOTS LANDING						5		196	A 10.8	20	900	1818	859	290	916	255	489	520	456	336	564	231	366	307	233	173	244	153	94	52		
2 THU. 10.00P						60	CBS	GD		99	B 11.2	21	933																			
10.00 - 10.30									A 10.7	20	891	1817	840	290	900	244	491	523	460	318	561	242	367	309	221	169	229	160	127	85		
10.30 - 11.00									A 10.8	20	900	1823	884	291	937	268	489	518	454	355	566	217	361	303	248	179	259	146	61	20		
LOVE BOAT						38	201	198	A 13.6	29	1133	1775	714	215	766	193	392	359	371	335	568	224	316	236	241	204	150	86	291	197		
SAT. 9.00P						60	ABC	CS	98	99	B 19.2	33	1599																			
9.00 - 9.30									A 13.0	28	1083	1763	700	203	751	176	366	330	358	349	564	216	301	225	237	214	142	89	306	216		
9.30 - 10.00									A 14.2	29	1183	1781	729	226	782	209	415	388	386	322	568	228	328	244	246	195	155	82	276	181		
LOVE, SIDNEY						13	203		A 11.2	24	933	1433	469	104	608	180	233	237	233	315	314	96	108	99	148	179	252	182	259	189		
1 MON. 8.00P						30	NBC	CS	98		B 12.2	21	1016																			
MAGNUM, P.I.						38	203	201	A 14.9	30	1241	1677	691	253	759	197	385	356	356	330	602	201	376	322	305	195	117	68	199	124		

THU.	8.00P	60	CBS	PD	99	99	B	21.0	34	1749																				
	8.00 - 8.30						A	14.2	30	1183	1643	687	259	750	194	368	342	344	339	606	202	363	312	307	209	97^	56^	190	113	
	8.30 - 9.00						A	15.6	31	1299	1697	694	247	763	198	398	368	367	321	592	201	383	331	299	177	134	79^	208	132	
MAKING OF SUPERMAN II(S)							A	7.0	15	583	2237	709	131^	777	309^	528	545	342^	153^	787	302^	626	499	414	161^	293^	83^	380^	196^	
1 SUN. 7.00P 60 ABC DO							A	6.4	14	533	2251	699	141^	738	299^	522	556	349^	112^	822	360^	678	523	396^	144^	298^	95^	393^	218^	
	7.00 - 7.30						A	7.7	17	641	2184	705	117^	795	313^	525	530	332^	179^	743	247^	570	469	420	173^	284^	70^	362^	174^	
	7.30 - 8.00						A	9.0	16	750	1516	452	147^	530	160^	269^	273^	222^	212^	629	245^	421	371	316^	193^	215^	51^	142^	125^	
MASADA PART I(S)							A	9.5	17	791	1621	492	175^	626	214^	331	287^	235^	250^	575	172^	355	328	326	199^	190^	72^	230^	173^	
1 TUE. 9.00P 120 ABC GD							A	8.7	16	725	1498	432	164^	529	168^	270^	252^	205^	220^	641	274^	452	406	301^	168^	216^	50^	112^	112^	
	9.00 - 9.30						A	8.7	16	725	1466	447	138^	476	119^	239^	285^	240^	178^	660	280^	443	380	306^	210^	221^	43^	109^	109^	
	9.30 - 10.00						A	9.1	16	758	1447	427	106^	475	136^	233^	265^	200^	194^	637	261^	436	366	317	197^	230^	35^	105^	105^	
	10.00 - 10.30						A	9.8	18	816	1821	539	216^	561	124^	344	406	348	151^	712	215^	482	473	413	199^	272^	86^	276^	225^	
	10.30 - 11.00						A	8.9	17	741	1713	498	190^	533	130^	308^	380	322^	153^	689	196^	449	459	390	214^	221^	76^	270^	183^	
MASADA PART II(S)							A	9.5	17	791	1732	480	202^	500	119^	310	370	314	130^	703	199^	490	502	420	185^	245^	77^	284^	226^	
1 WED. 9.00P 120 ABC GD							A	10.0	18	833	1851	559	218^	576	130^	354	398	350	159^	718	235^	500	482	417	190^	285^	89^	272^	229^	
	9.00 - 9.30						A	10.9	19	908	1913	598	245^	614	113^	388	454	388	160^	714	218^	481	440	418	199^	312	96^	273	252^	
	9.30 - 10.00						A	8.2	16	683	1750	414	116^	448	172^	277^	226^	180^	171^	761	313^	581	490	399	161^	226^	42^	315^	236^	
	10.00 - 10.30						A	6.9	15	575	1557	334^	87^	356^	148^	202^	180^	115^	154^	696	247^	483	432	399^	188^	216^	66^	289^	233^	
MASADA PART III(S)							A	7.3	14	608	1720	373^	83^	404	154^	227^	196^	140^	177^	768	337^	589	463	399	156^	211^	37^	337^	233^	
1 THU. 8.00P 120 ABC GD							A	8.3	15	691	1874	434	142^	469	203^	285^	223^	161^	184^	797	339^	604	540	401	171^	191^	32^	417	284^	
	8.00 - 8.30						A	10.1	17	841	1823	487	139^	529	173^	359	284^	272^	170^	788	329	631	520	399	142^	275^	37^	231^	202^	
	8.30 - 9.00																													
	9.00 - 9.30																													
	9.30 - 10.00																													



PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.			
EVENING CONT'D																														
MASADA PART IV(S)						204		A	8.6	17	716	1877	670	340	692	174^	476	488	428	182^	533	180^	316^	277^	297^	201^	335	123^	317^	289^
1 FRI. 9.00P 120 ABC GD						99		A	7.5	15	625	1885	734	398	750	121^	528	552	546	183^	477	230^	304^	211^	204^	168^	351^	123^	307^	307^
9.00 - 9.30								A	7.9	15	658	1927	717	356^	738	148^	491	514	491	203^	524	226^	297^	214^	243^	206^	376	132^	289^	289^
9.30 - 10.00								A	9.2	18	766	1815	619	317	644	217^	446	441	334	178^	577	167^	357	332	350	209^	295^	117^	299^	257^
10.00 - 10.30								A	9.9	20	825	1867	623	297	648	194^	452	452	368	170^	531	118^	297	325	353	206^	323	120^	365	300
10.30 - 11.00																														
MATT HOUSTON						30	206	A	12.6	25	1050	1710	646	274	689	161^	393	388	434	270	728	247	456	429	395	207^	155^	79^	138^	76^
2 SUN. 8.00P 60 ABC PD						99		B	15.0	24	1250																			
8.00 - 8.30								A	11.3	23	941	1646	631	265	674	170^	374	367	408	275	693	223^	416	398	382	218^	145^	94^	134^	79^
8.30 - 9.00								A	13.9	27	1158	1754	660	281	702	155^	409	405	454	267	756	265	488	451	405	200^	158^	65^	138^	73^
MISS UNIVERSE PAGEANT(S)						200		A	22.6	38	1883	1843	845	358	929	269	529	470	449	354	476	152	279	263	254	157	210	128	228	162
1 MON. 9.00P 129 CBS AC						99		A	17.7	31	1474	1825	835	358	918	262	505	451	409	378	470	136^	270	266	265	166	209	145^	228	153^
9.00 - 9.30								A	22.2	37	1849	1893	852	365	939	284	541	479	426	352	492	166	295	281	242	157	194	120^	268	177
9.30 - 10.00								A	23.9	39	1991	1873	850	366	946	309	553	474	439	348	468	159	283	251	245	150	216	122	243	168
10.00 - 10.30								A	25.1	41	2091	1805	844	355	926	255	524	467	482	350	453	135	262	251	253	148	228	132	198	148
10.30 - 11.00																														
MONITOR						17	181	A	7.7	16	641	1661	719	213	792	211	404	399	398	317	671	190	411	433	327	224	120^	77^	78^	63^
SAT. 10.00P 60 NBC DN						94	94	B	7.2	14	600																			
10.00 - 10.30								A	7.7	16	641	1732	753	234	824	228	426	403	401	331	675	202	415	443	319	220	138^	89^	95^	65^
10.30 - 11.00								A	7.6	16	633	1589	687	193	758	194	379	393	393	303	673	184^	410	427	330	227	101^	62^	57^	57^
NBC MONDAY NIGHT MOVIES						27	201	A	15.7	28	1308	1619	684	284	777	238	402	382	350	307	501	143	293	278	264	169	214	125	127	89^

[illegible]













PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
LATE FRINGE CONT'D																																	
LATE MOVIE II-CONT'D																																	
2	WED.	12.51A	41					A	4.9	28	408	1093	512 128^	561 186	314 297	294 186	385 123^	196 233	218 130^			81^ 32^	66^ 59^										
2	THU.	12.41A	44					B	1.5	5	125	1120	526^165^	624^ 37^	248^287^	369^330^	451^180^	300^233^	181^151^			45^ 45^	LT	LT									
2	FRI.	12.42A	47					A	1.6	5	133	1143	556^158^	654^ 38^	256^302^	376^345^	459^181^	309^242^	188^150^			LT	LT	LT	LT								
1.00 - 1.30																																	
NBC LATE NIGHT MOVIE										40	60	61	A	1.6	5	133	1120	526^165^	624^ 37^	248^287^	369^330^	451^180^	300^233^	181^151^	45^ 45^	LT	LT						
1	SUN.	11.30P	18	NBC	FF		42	43	B	1.5	5	125																					
2	SUN.	11.30P	35						A	1.6	5	133	1143	556^158^	654^ 38^	256^302^	376^345^	459^181^	309^242^	188^150^			LT	LT	LT	LT							
11.30 - 12.00																																	
NBC NEWS OVERNIGHT-M-F										198	149	149	A	1.5	12	125	512	208^ 87^	256^160^	184^ 96^	48^ 64^	240^ 88^	160^184^	136^ 40^	LT	LT	LT	LT					
1	MON.	1.30A	31	NBC	N		91	91	B	1.5	14	125																					
1	TU-TH	1.30A	45						A	1.5	11	125	960	400^176^	576 320^	384^208^	160^144^	376^128^	256^288^	232^ 88^			LT	LT	LT	LT							
1	FRI.	2.00A	28						A	1.5	12	125	600^	80^ LT	80^ LT	56^ 56^	80^ LT	448^344^	344^280^	104^ LT			LT	LT	72^ 72^								
2	M & TU	1.30A	29																														
2	WED.	1.30A	45																														
2	THU.	1.30A	28																														
2	FRI.	2.00A	27																														
1.30 - 2.00																																	
2.00 - 2.30																																	
ONE ON ONE										57	139	141	A	1.4	6	117	573	256^ 43^	265^ 77^	128^ 94^	120^102^	265^111^	188^171^</										

PROGRAM NAME										AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN					
										K E Y	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2																	
WEEKDAY DAYTIME CONT'D																										
ABC	WORLD NEWS-MORN	6-645A	15	ABC	N	151	151	A	1.4	15	117	1017	555	230A	572	128V	248A	247A	291A	273A	393A	94V	162A	196A	180A	179A
M-F						88	88	B	1.9	16	158															
ALL	MY CHILDREN	1.00P	60	ABC	DD	199	204	A	9.2	29	766	1445	707	232	789	369	577	438	338	161	257	159	203	123	73A	51A
M-F						98	98	B	9.3	31	775															
	1.00 - 1.30							A	8.6	27	716	1432	686	216	769	367	564	422	323	159	254	154	201	124	76A	49A
	1.30 - 2.00							A	9.8	31	816	1442	721	240	800	371	586	449	344	161	257	165	205	121	66A	49A
ANOTHER	WORLD	2.00P	60	NBC	DD	198	204	A	5.8	19	483	1348	798	150	873	245	407	405	400	406	171	54A	96A	66A	86A	70A
M-F						99	99	B	5.0	18	417															
	2.00 - 2.30							A	5.8	19	483	1352	801	150	876	242	408	401	396	412	177	54A	95A	69A	91A	75A
	2.30 - 3.00							A	5.7	19	475	1352	798	143	881	253	413	415	406	405	173	59A	101A	67A	81A	65A
AS THE	WORLD TURNS	1.30P	60	CBS	DD	203	203	A	7.6	24	633	1381	829	155	906	240	399	355	354	445	269	94	134	105	113	118
M-F						99	99	B	7.6	26	633															
	1.30 - 2.00							A	7.5	23	625	1398	829	139	907	237	393	334	343	460	285	97	136	109	121	121
	2.00 - 2.30							A	7.8	25	650	1334	814	161	889	239	399	369	357	422	250	92	132	100	99	111
CAPITOL		2.30P	30	CBS	DD	203	194	A	6.6	22	550	1351	815	161	900	254	434	392	367	399	224	81A	111	80A	100A	109
M-F						96	96	B	5.9	22	491															
CBS	EARLY MORNING NEWS	6.30A	30	CBS	N	195	122	A	1.2	18	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-F						87	87	B	1.2	14	100															
CBS	MORNING NEWS 1					195	188	A	3.2	21	267	1090	528	105A	569	59A	195A	254	315	315	478	81A	228	272	308	206A
M-F						99	99	B	3.3	17	275															
CBS	MORNING NEWS 2	8.30A	30	CBS	N	195	188	A	3.2	16	267	1030	640	105A	647	71A	213A	303	370	344	311	94A	123A	108A	126A	169A
M-F						99	99	B	3.4	16	283															
CHILD'S	PLAY	10.30A	30	CBS	QP	203	165	A	3.8	16	317	1366	561	123A	612	214	296	271	215	278	243	91A	123A	72A	89A	111A
1 M-F						85	85	B	4.2	19	350															
2 MTUWF																										
2 THU.																										
DAYS OF	OUR LIVES	1.00P	60	NBC	DD	199	208	A	6.7	21	558	1453	782	167	877	248	418	419	404	383	281	77A	149	100A	153	125
M-F						99	99	B	5.8	19	483															
	1.00 - 1.30							A	6.3	20	525	1446	785	153	875	250	412	411	386	386	299	87A	159	101A	157	133
	1.30 - 2.00							A	7.1	22	591	1440	783	174	874	248	422	426	410	377	259	69A	135	97A	142	115
DIFF'RENT	STROKES M-F	10.00A	30	NBC	CS	15	138	A	5.7	24	475	1728	454	75A	486	178	309	256	204	149	166	78A	85A	48A	43A	68A
M-F						85	85	B	5.5	23	458															
DREAM	HOUSE	11.30A	30	NBC	QG	69	185	A	5.3	20	441	1447	633	111A	667	171	308	294	341	312	259	132A	155	78A	76A	94A
M-F						95	95	B	4.2	18	350															
EARLY	TODAY M-F	6.30A	25	NBC	N	200	159	A	1.1	13	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
M-F						89	89	B	1.3	13	108															
EDGE OF	NIGHT	4.00P	30	ABC	DD	197	145	A	3.8	12	317	1429	688	148A	786	322	523	439	413	203	231	140A	180A	82A	75A	51A
M-F						77	77	B	3.7	12	308															
FACTS OF	LIFE M-F	12.00N	30	NBC	CS	15	150	A	4.3	15	358	1553	568	144A	624	194	354	332	294	222	249	123A	168	98A	76A	72A
M-F						75	75	B	4.2	15	350															
FAMILY	FEUD	12.00N	30	ABC	QP	199	179	A	5.3	19	441	1367	610	175	673	220	362	324	335	253	300	134A	145	97A	104A	118A
M-F						91	92	B	5.4	21	450															

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
												TOTAL	18-34	WOMEN								TEENS (12-17)					CHILDREN (2-11)				
												TOTAL	34	18-49	25-54	35-64	55+	TOTAL	34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11					
WEEKDAY DAYTIME CONT'D																															
FANTASY						208	160	160	A	3.9	13	325	1452	656	122^	708	244	379	410	316	249	302	117^	160^	99^	120^	120^	159^	98^	283	230
M-F						3.00P	60	NBC	QG	83	83	B	3.5	12	292																
						3.00 - 3.30			A	3.7	12	308	1422	674	130^	727	246	390	412	326	266	291	113^	155^	81^	110^	119^	147^	94^	257	217
						3.30 - 4.00			A	4.1	13	342	1442	638	110^	679	232	360	404	310	231	292	111^	151^	105^	119^	118^	167^	96^	304	237
GENERAL HOSPITAL						198	205	205	A	9.4	30	783	1437	709	220	808	364	564	411	353	204	200	117	154	86	61^	40^	303	243	126	70^
M-F						3.00P	60	ABC	DD	99	99	B	9.9	33	825																
						3.00 - 3.30			A	9.2	30	766	1424	701	212	800	355	557	407	356	202	192	111	148	81	58^	40^	306	244	126	72^
						3.30 - 4.00			A	9.7	30	808	1421	704	222	800	365	562	407	344	202	200	119	156	89	64^	38^	298	239	123	68^
GOOD MORNING, AMERICA-730						200	209	209	A	4.0	27	333	1234	622	191	652	153^	289	288	274	312	430	61^	195	226	260	189	23^	LT	129^	96^
M-F						7.30A	30	ABC	N	99	99	B	5.2	27	433																
GOOD MORNING, AMERICA-830						199	206	206	A	4.9	24	408	1267	698	245	740	213	407	380	380	265	303	76^	130^	120^	159	142^	76^	22^	148	72^
M-F						8.30A	30	ABC	N	99	99	B	5.6	27	466																
GUIDING LIGHT						202	203	203	A	7.7	25	641	1374	877	174	968	285	488	447	405	418	185	54^	82^	59^	88^	101	123	88^	98	74^
M-F						3.00P	60	CBS	DD	99	99	B	7.4	25	616																
						3.00 - 3.30			A	7.6	25	633	1349	883	159	971	289	487	450	397	423	176	53^	73^	47^	81^	103	126	87^	76^	59^
						3.30 - 4.00			A	7.8	24	650	1363	861	179	944	274	478	432	400	407	185	55^	85^	65^	91^	96	118	88^	115	85^
LOVING						20	202	202	A	4.0	15	333	1246	372	135^	520	235	339	239	192	148^	232	145^	166^	94^	62^	57^	305	243	189	105^
M-F						11.30A	30	ABC	DD	97	97	B	4.2	16	350																
NEWSBREAK-11.57						202	179	178	A	7.6	29	633	1573	637	118	716	200	340	267	291	329	327	112	156	126	121	149	219	140	311	218
M-F						11.57A	2	CBS	N	90	89	B	7.0	29	583																
NEWSBREAK-3.57						202	189	188	A	6.2	19	516	1322	836	172	919	258	440	400	382	416	172	47^	80^	55^	77^	88^	101^	73^	130	99^
M-F						3.57P	2	CBS	N	95	95	B	6.2	19	516																
ONE LIFE TO LIVE						199	204	204	A	7.7	26	641	1351	724	229	807	372	572	446	343	186	213	130	169	97	63^	38^	215	173	116	54^
M-F						2.00P	60	ABC	DD	99	99	B	8.0	29	666																
						2.00 - 2.30			A	7.7	25	641	1348	726	235	810	380	582	449	336	180	210	130	165	99	58^	37^	210	169	118	55^
						2.30 - 3.00			A	7.7	26	641	1340	720	216	795	361	558	438	347	189	217	127	170	96	69^	39^	217	177	111	50^
PRICE IS RIGHT 1						202	205	205	A	6.7	27	558	1575	608	115	663	205	337	277	279	279	377	123	175	141	167	167	213	139	322	204
M-F						11.00A	30	CBS	AP	99	99	B	6.8	30	566																
PRICE IS RIGHT 2						203	205	205	A	9.4	36	783	1515	615	119	683	182	325	271	287	317	338	108	156	130	141	156	208	128	286	193
M-F						11.30A	30	CBS	AP	99	99	B	8.6	38	716																
RYAN'S HOPE						199	183	184	A	5.0	18	417	1297	598	195	701	334	506	345	271	169	237	149	168	105^	59^	60^	174	165	185	98^
M-F						12.30P	30	ABC	DD	93	96	B	5.4	20	450																
SALE OF THE CENTURY						135	152	152	A	5.7	23	475	1573	551	82^	584	150	302	277	272	241	248	115^	126	90^	77^	103^	288	153	453	360
1 M-F						10.30A	30	NBC	QG	86	85	B	4.4	19	367																
2 MTUWF						10.30A	30																								
2 THU.						10.46A	14																								
SEARCH FOR TOMORROW						200	164	164	A	3.3	12	275	1520	814	84^	895	248	400	405	446	378	196^	84^	105^	47^	65^	83^	192^	98^	237	179^
M-F						12.30P	30	NBC	DD	81	81	B	2.8	11	233																
TATTLETALES						200	122	123	A	3.7	12	308	1338	704	133^	769	152^	289	317	335	384	266	62^	120^	88^	111^	139^	156^	108^	147^	113^
M-F						4.00P	30	CBS	QG	69	70	B	3.0	9	250																
TODAY SHOW-7.30AM						200	208	208	A	3.0	20	250	1228	628	115^	664	100^	200^	256	304	408	420	52^	128^	140^	188^	268	40^	20^	104^	81^
M-F						7.30A	30	NBC	N	99	99	B	3.9	20	325																

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
									TOTAL		LADY WORK-ING					WOMEN					MEN					
WK #	DAY	START TIME	DUR	NET TYPE	PROG. WK 1 WK 2		AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING	OF	ING	HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
WEEKEND DAYTIME CONT'D																										
ASK NBC NEWS-10:58AM					41 202 201	A	5.2 21	433	1730	252	118	^			375	246	^	322	232	^	97	^	32	^		
SAT.	10.58A	2	NBC CN	95 94	B	6.6 24	550								310	214	^	294	195	^	80	^	16	^		
ASK NBC NEWS-11:58AM					39 194 195	A	5.1 19	425	1821	264	141	^			370	210	^	277	216	^	98	^	77	^		
SAT.	11.58A	2	NBC CN	93 93	B	6.0 21	500								320	255	^	286	241	^	31	^	34	^		
BLACKSTAR					23 162 161	A	5.0 18	417	1619	504	122	^			609	414		528	309		174	^	57	^		
SAT.	1.00P	30	CBS CA	84 82	B	4.4 15	367								370	183	^	339	308		187	^	31	^		
BRITISH OPEN GOLF-SAT.(S)					204	A	4.3 16	358	1131	371	106	^			431	45	^	129	115	^	201	^	274	^		
1 SAT.	12.00N	142	ABC SE	99											545	148	^	232	221	^	218	^	313	^		
12.00 - 12.30						A	3.7 14	308	1065	270	^	65	^		299	29	^	69	40	^	117	^	230	^		
12.30 - 1.00						A	3.6 14	300	1347	344	^	67	^		547	190	^	236	90	^	210	^	267	^		
1.00 - 1.30						A	4.5 16	375	1133	531	^	184	^		557	19	^	216	261	^	341	^	296	^		
1.30 - 2.00						A	4.9 17	408	980	351	^	99	^		380	LT		47	76	^	157	^	304	^		
2.00 - 2.30						A	4.8 17	400	1233	353	^	95	^		378	25	^	98	98	^	165	^	255	^		
BRITISH OPEN GOLF-SUN.(S)					204	A	5.8 23	483	1453	424	^	162	^		517	45	^	148	171	^	169	^	346	^		
1 SUN.	11.00A	120	ABC SE	99											780	180	^	381	445	^	371	^	335	^		
11.00 - 11.30						A	4.0 17	333	1348	535	^	145	^		583	38	^	143	187	^	184	^	396	^		
11.30 - 12.00						A	5.3 21	441	1415	456	^	168	^		526	55	^	168	209	^	181	^	317	^		
12.00 - 12.30						A	6.8 26	566	1468	409	^	159	^		516	45	^	159	177	^	158	^	339	^		
12.30 - 1.00						A	7.1 26	591	1513	344	^	163	^		471	44	^	126	126	^	151	^	345	^		
BUGS BUNNY/ROAD RUNNER 1					22 203 203	A	3.5 17	292	1760	317	^	64	^		338	276	^	276	119	^	46	^	62	^		
															394	184	^	249	213	^	199	^	127	^		
SAT.	9.30A	30	CBS CA	99 99	B	4.0 16	333								375	195	^	261	210	^	169	^	84	^		
BUGS BUNNY/ROAD RUNNER 2					22 203 203	A	5.2 22	433	1621	274	^	63	^		286	198	^	198	89	^	68	^	65	^		
SAT.	10.00A	30	CBS CA	99 99	B	5.6 22	466								375	195	^	261	210	^	169	^	84	^		
BUGS BUNNY/ROAD RUNNER 3					21 193 195	A	5.5 22	458	1758	432	85	^			443	286		323	152	^	120	^	80	^		
SAT.	11.00A	30	CBS CA	97 97	B	5.9 22	491								352	144	^	223	220	^	181	^	83	^		
BUGS BUNNY/ROAD RUNNER 4					21 193 195	A	6.1 23	508	1652	425	76	^			446	334		354	154	^	81	^	71	^		
SAT.	11.30A	30	CBS CA	97 97	B	6.3 23	525								382	208	^	235	186	^	129	^	98	^		
CAPTAIN KANGAROO-SAT					41 140 140	A	.9 14	75	LT	LT	LT				LT	LT		LT	LT		LT	LT		LT	LT	
SAT.	7.00A	60	CBS CL	84 84	B	1.1 14	92								LT	LT		LT	LT		LT	LT		LT	LT	
7.00 - 7.30						A	.8 14	67	LT	LT	LT				LT	LT		LT	LT		LT	LT		LT	LT	
7.30 - 8.00						A	1.1 15	92	LT	LT	LT				LT	LT		LT	LT		LT	LT		LT	LT	
CBS CHILDREN'S FILM FEST.					18 158 154	A	3.5 12	292	1507	332	^	96	^		479	274	^	325	232	^	134	^	113	^		
SAT.	1.30P	30	CBS CL	82 81	B	3.4 12	283								384	161	^	325	263	^	202	^	59	^		
CBS SPORTS SUNDAY					15 186 183	A	5.2 15	433	1681	609	247	^			656	215	^	407	382		335	200	^			
1 SUN.	4.12P	108	CBS SA	95 96	B	6.6 18	550								869	367		565	542		384	265	^			
2 SUN.	4.00P	120																								
4.00 - 4.30						A	4.5 13	375	1680	609	^	441	^		667	244	^	539	420	^	368	^	92	^		
4.30 - 5.00						A	4.4 13	367	1853	652	289	^			693	230	^	439	419	^	383	178	^			
5.00 - 5.30						A	5.5 16	458	1686	610	236	^			645	217	^	394	371	^	332	209	^			
5.30 - 6.00						A	6.7 19	558	1600	594	164	^			655	224		381	375		296	232				
DUKES					23 200 200	A	5.3 22	441	1608	310	90	^			328	177	^	195	130	^	124	^	74	^		
SAT.	10.30A	30	CBS CA	99 99	B	6.1 23	508								233	116	^	140	111	^	107	^	59	^		
FACE THE NATION					40 157 159	A	2.6 10	217	1180	691	180	^			742	231	^	258	206	^	157	^	452	^		
SUN.	11.30A	30	CBS CC	92 93	B	3.0 10	250								304	38	^	65	79	^	235	225	^			

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME				I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKEND DAYTIME CONT'D																															
PANDAMONIUM							36	183	184	A	2.2	15	183	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
SAT.	8.30A	30	CBS	CA			89	90	B	2.8	15	233			LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
POPEYE/OLIVE COMEDY SHOW							23	177	177	A	1.3	13	108	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
SAT.	8.00A	30	CBS	CA			88	88	B	2.0	14	167			LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
SCHOOLHOUSE ROCK-8.25AM							41	180	180	A	2.5	22	208	1563	227^212^	294^	97^	245^178^	197^	49^	220^174^	220^	86^	46^	LT	105^	38^	944	620		
SAT.	8.25A	4	ABC	CN			92	92	B	3.4	23	283																			
SCHOOLHOUSE ROCK-10.55AM							27	196	196	A	4.9	20	408	1365	138^	86^	206^	98^	194^126^	108^	12^	259^151^	250^167^	108^	LT	267^196^	633	348			
SAT.	10.55A	4	ABC	CN			99	99	B	5.6	21	466																			
SCHOOLHOUSE ROCK-11.55AM							27	189	192	A	4.3	16	358	1154	287^150^	287^151^	248^177^	136^	LT	237^	98^	136^	78^	83^101^	74^	42^	556	268^			
SAT.	11.55A	4	ABC	CN			92	93	B	4.9	17	408																			
SCOOPY DOO/PUPPY HOUR-1							27	196	196	A	4.6	19	383	1486	204^134^	269^	91^	222^179^	178^	47^	249^142^	225^152^	107^	24^	156^128^	812	450				
SAT.	10.00A	30	ABC	CA			99	99	B	5.7	22	475																			
SCOOPY DOO/PUPPY HOUR-2							27	196	196	A	5.4	22	450	1433	157^103^	212^	84^	189^145^	128^	23^	271	161^	263^167^	110^	LT	274	197^	676	378		
SAT.	10.30A	30	ABC	CA			99	99	B	6.4	24	533																			
SHIRT TALES							41	203	204	A	3.1	22	258	1678	177^	78^	267^187^	234^173^	80^	LT	166^119^	151^116^	32^	LT	400^220^	845	582				
SAT.	8.30A	30	NBC	CA			98	98	B	4.8	26	400																			
SMURFS I							42	211	211	A	4.7	26	392	1702	232^	89^	308^189^	277^177^	109^	17^	216^148^	201^179^	61^	15^	261^171^	917	559				
SAT.	9.00A	30	NBC	CA			99	99	B	6.7	31	558																			
SMURFS II							42	211	211	A	6.1	29	508	1681	270	94^	343	198^	285	195^	109^	46^	192^131^	175^150^	51^	10^	217^132^	929	584		
SAT.	9.30A	30	NBC	CA			99	99	B	7.9	33	658																			
SMURFS III							41	211	211	A	7.0	30	583	1654	258	86^	332	202^	264	177^	91^	49^	225	154^	193^152^	51^	20^	251	128^	846	532
SAT.	10.00A	30	NBC	CA			99	99	B	8.5	33	708																			
SPORTSBEAT							20	165	162	A	1.9	6	158	1272	437^151^	664^341^	500^272^	215^164^			513^152^	373^347^	323^	83^	LT	LT	95^	95^			
SAT.	4.30P	30	ABC	SC			85	85	B	2.6	8	217																			
SPORTSWORLD							23	182		A	4.3	13	358	1271	329^106^	360^195^	195^150^	112^165^			852	336^	467^433^	394^290^	42^	LT	17^	17^			
2 SUN.	4.00P	90	NBC	SA			91		B	6.0	16	500																			
4.00 - 4.30									A	4.0	12	333	1327	366^	18^	411^204^	204^168^	132^207^			777	309^	390^438^	360^256^	139^	LT	LT	LT			
4.30 - 5.00									A	4.5	14	375	1336	339^134^		392^202^	202^168^	107^190^			899	407^	512^418^	358^302^	LT	LT	45^	45^			
5.00 - 5.30									A	4.5	13	375	1136	282^155^		282^183^	183^117^	99^	99^			854	277^	483^437^	457^304^	LT	LT	LT	LT		
SUNDAY MORNING							40	170	171	A	3.5	19	292	1205	583	168^	596	113^	195^188^	195^350^			543	153^	301^319^	295^201^	LT	LT	59^	31^	
SUN.	9.00A	90	CBS	N			93	94	B	4.6	21	383																			
9.00 - 9.30									A	3.1	20	258	1194	627	170^	643	128^	175^182^	194^403^			516	183^	267^310^	224^194^	LT	LT	35^	LT		
9.30 - 10.00									A	3.6	19	300	1220	564	167^	584	80^	166^150^	200^371^			579	179^	366^366^	317^190^	LT	LT	57^	20^		
10.00 - 10.30									A	3.6	17	300	1260	596	176^	596	137^	246^237^	202^303^			557	107^	276^291^	349^234^	21^	LT	86^	56^		
SUPERFRIENDS							41	180	180	A	2.3	23	192	1813	288^277^	308^	42^	261^239^	266^	47^	272^225^	272^	89^	47^	LT	149^	46^	1084	736		
SAT.	8.00A	30	ABC	CA			92	92	B	3.1	23	258																			
THIS WEEK-DAVID BRINKLEY							39	127	181	A	2.6	9	217	1488	741	272^	747	194^	255^217^	230^492^			497^114^	189^189^	194^308^	142^	82^	102^	32^		
1 SUN.	1.00P	60	ABC	N			79	94	B	3.6	13	300																			
2 SUN.	11.30A	60																													
11.30 - 12.00									A	3.0	11	250	1788	1121	592^	1121	481^	581^452^	336^540^			427^139^	207^207^	172^220^	183^183^	57^	LT	LT			
12.00 - 12.30									A	3.5	13	292	1332	647^192^		647^160^	160^160^	189^487^			586^106^	202^202^	216^384^	LT	LT	99^	LT	LT			
CONT'D																															



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKEND DAYTIME CONT'D														A	2.0	7	167	1335^	510^	72v	510^	LT	60v	60v	168v	450^	473^	126v	198v	198v	185v	275v	226v	59v	126v	96v
THIS WEEK-DAVID BR-CONT'D														A	2.0	7	167	1228^	509^	78v	509^	LT	83v	83v	173v	426^	395^	60v	90v	90v	155v	305v	210v	78v	114v	66v
1.00 - 1.30																																				
1.30 - 2.00																																				
THUNDARR														A	3.8	14	317	1562	275^	180^	306^	176^	306^	288^	130^	LT	318^	246^	275^	193^	47v	43v	404	165^	534	376
SAT. 12.00N 30 NBC CA 71 71														B	3.6	14	300																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W	TOTAL AUDIENCE (Households (000) & %)		{		17,740 21.3											
	ABC TV		{		11 (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{		8,080 9.7											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		1 8.6											
E	TOTAL AUDIENCE (Households (000) & %)		{		11,750 14.1		9,250 11.1		30,240 36.3							
	CBS TV		{		SQUARE PEGS (R)		FOR MEMBERS ONLY (OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{		9,500 11.4		8,080 9.7		18,830 22.6		17.7*		22.2*		23.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 10.8		19 12.0		38 16.5		31* 19.0		37* 23.1		39* 24.1	
1	TOTAL AUDIENCE (Households (000) & %)		{		11,580 13.9		13,160 15.8		22,990 27.6							
	NBC TV		{		LOVE, SIDNEY (R)		FAMILY TIES (R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)		{		9,330 11.2		11,500 13.8		15,580 18.7*		17.0*		17.9*		19.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		24 10.8		27 11.6		31 16.3		29* 17.8		30* 17.8		32* 19.3	
W	TOTAL AUDIENCE (Households (000) & %)		{		17,910 21.5											
	ABC TV		{		(2) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{		9,330 11.2											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		21 8.7		10.6* 21*		12.0* 22*		11.7* 21*		11.8* 20*		11.5	
E	TOTAL AUDIENCE (Households (000) & %)		{		12,910 15.5		12,330 14.8		15,740 18.9				16,910 20.3			
	CBS TV		{		SQUARE PEGS (R)		PRIVATE BENJAMIN (R)(OP)		TUCKER'S WITCH (R)				CAGNEY & LACEY (R)			
	AVERAGE AUDIENCE (Households (000) & %)		{		10,750 12.9		11,000 13.2		11,830 14.2		13.7*		14.8* 16.0		15.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		26 12.4		25 13.5		25 13.2		25* 13.2		26* 13.6		27* 13.9	
2	TOTAL AUDIENCE (Households (000) & %)		{		22,320 26.8											
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{		11,410 13.7		10.7*		11.7*		13.4*		14.9*		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		25 10.5		22* 10.9		22* 11.4		24* 11.9		26* 13.1		28* 13.8	
TV HOUSEHOLDS USING TV		WK. 1	45.6	46.3	45.2	45.7	46.1	48.5	50.0	52.8	56.2	59.2	60.1	61.0	61.1	61.6
(See Def. 1)		WK. 2	46.1	46.6	45.9	47.8	48.3	50.2	51.4	53.2	54.5	56.4	57.1	57.8	57.0	56.6

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, MULTI-SEGMENT TELECAST

A-3 (2) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:11PM)

For explanation of symbols, See page A.

EVE. MON. JULY 18, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 12, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					10,750 12.9		9,250 11.1		15,410 18.5								
		AVERAGE AUDIENCE (Households (000) & %)					8,660 10.4		8,000 9.6		7,500 9.0								
		SHARE OF AUDIENCE %					21		18		16	9.5*			8.7*		8.7*	9.1*	
		AVG. AUD. BY ¼ HR.					10.2	10.7	9.2	9.9	10.2	8.8	8.5	8.9	8.9	8.5	9.1	9.1	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,500 11.4		8,160 9.8		19,910 23.9								
	AVERAGE AUDIENCE (Households (000) & %)						8,160 9.8		7,410 8.9		12,580 15.1								
	SHARE OF AUDIENCE %						20		17		27	12.4*		14.4*		16.9*	16.9*		
	AVG. AUD. BY ¼ HR.						9.8	9.8	9.0	8.9	11.5	13.3	14.0	14.8	16.8	17.0	17.0	16.7	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						18,910 22.7				18,330 22.0				16,660 20.0				
	AVERAGE AUDIENCE (Households (000) & %)						13,830 16.6				13,080 15.7				12,580 15.1				
	SHARE OF AUDIENCE %						33	31		17.9*	28	15.5*		15.9*	27	14.3*		16.0*	
	AVG. AUD. BY ¼ HR.						14.5	16.0	17.7	18.1	15.4	15.7	15.7	16.0	13.7	14.8	15.8	16.2	
ABC TV	TOTAL AUDIENCE (Households (000) & %)						11,000 13.2		9,910 11.9		12,740 15.3		13,160 15.8		18,130 22.0				
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4		8,660 10.4		10,830 13.0		11,410 13.7		13,990 16.8				
	SHARE OF AUDIENCE %						21		20		24		24		30	16.4*		17.3*	
	AVG. AUD. BY ¼ HR.						10.3	10.6	10.1	10.7	12.2	13.7	13.2	14.3	16.2	16.6	17.2	17.3	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						10,750 12.9		9,910 11.9		17,330 20.8								
	AVERAGE AUDIENCE (Households (000) & %)						9,160 11.0		8,330 10.0		10,330 12.4								
	SHARE OF AUDIENCE %						23		19		22	11.4*		12.3*		13.1*		12.7*	
	AVG. AUD. BY ¼ HR.						11.2	10.8	10.2	9.9	11.1	11.6	12.4	12.2	13.2	13.0	12.7	12.8	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						17,490 21.0				16,160 19.4				12,910 15.5				
	AVERAGE AUDIENCE (Households (000) & %)						12,660 15.2				11,660 14.0				9,910 11.9				
	SHARE OF AUDIENCE %						30	28 *		32 *	25	13.7*		14.3*	21	11.5*		12.3*	
	AVG. AUD. BY ¼ HR.						13.3	14.4	15.9	17.2	13.8	13.5	14.1	14.4	11.3	11.6	12.1	12.6	
TV HOUSEHOLDS USING TV			WK 1	44.6	45.6	44.9	46.6	48.6	50.7	51.2	53.0	54.0	55.4	55.8	56.2	55.0	55.5	55.9	55.0
(See Def. 1)			WK 2	46.1	46.8	45.4	46.4	47.4	49.6	51.1	52.4	54.2	56.3	57.4	57.8	56.7	56.6	55.7	53.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. JULY 19, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 13, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K I	TOTAL AUDIENCE (Households (000) & %)						13,160 115.8				16,160 19.4							
	ABC TV									FALL GUY (R)								
	AVERAGE AUDIENCE (Households (000) & %)						9,580 11.5				8,160 9.8							
	SHARE OF AUDIENCE %						25	11.2*		11.8*	18	8.9*			9.5*	10.0*	10.9*	
W E E K I	AVG. AUD. BY ¼ HR. %						11.1	11.2	11.6	12.0	9.2	8.7	9.4	9.7	9.8	10.2	10.8	11.1
	TOTAL AUDIENCE (Households (000) & %)						7,080 8.5		7,160 8.6		23,160 27.8							
	CBS TV						ARCHIE BUNKER'S PLACE (R)		GLORIA (R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)						6,080 7.3		8,160 7.4		15,160 18.2							
W E E K I	SHARE OF AUDIENCE %						16		16		33	13.5*			17.0*	20.1*	22.4*	
	AVG. AUD. BY ¼ HR. %						7.1	7.5	7.1	7.7	12.6	14.4	16.6	17.4	19.3	20.8	22.4	22.4
	TOTAL AUDIENCE (Households (000) & %)						12,250 14.7				14,240 17.1		11,750 14.1		11,250 13.5		8,830 10.6	
	NBC TV										REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL		NEWS IS THE NEWS	TAXI (R)
W E E K I	AVERAGE AUDIENCE (Households (000) & %)						8,500 10.2				11,830 14.2		9,500 11.4		8,750 10.5		7,750 9.3	
	SHARE OF AUDIENCE %						22	9.8*		10.6*	27	13.4	15.0	21	19	16	16	
	AVG. AUD. BY ¼ HR. %						9.8	9.8	10.1	11.1	13.4	15.0	11.4	11.3	10.6	10.3	9.3	9.3
	TOTAL AUDIENCE (Households (000) & %)						13,910 18.7				23,320 28.0							
W E E K I	ABC TV									FALL GUY (R)								
	AVERAGE AUDIENCE (Households (000) & %)						9,750 11.7				13,990 16.8							
	SHARE OF AUDIENCE %						25	11.2*		12.2*	32	13.6*			15.7*	18.7*	19.3*	
	AVG. AUD. BY ¼ HR. %						11.2	11.3	11.8	12.6	13.1	14.0	15.2	16.1	18.3	19.0	19.2	19.4
W E E K I	TOTAL AUDIENCE (Households (000) & %)						9,910 11.9		10,080 12.1		19,240 23.1							
	CBS TV						ARCHIE BUNKER'S PLACE (R)		FINE ROMANCE (OP)									
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7		8,330 10.0		11,080 13.3							
	SHARE OF AUDIENCE %						21		21		25	10.7*			12.4*	14.9*	15.4*	
W E E K I	AVG. AUD. BY ¼ HR. %						9.5	9.8	9.7	10.2	10.6	10.8	11.9	12.9	14.6	15.2	15.5	15.2
	TOTAL AUDIENCE (Households (000) & %)						11,750 14.1				12,500 15.0		9,910 11.9		10,160 12.2			
	NBC TV										REAL PEOPLE (R)(OP)		FACTS OF LIFE (R)		BUFFALO BILL (OP)		FAMILY TREE (R)	
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7				10,250 12.3		8,500 10.2		7,160 8.6			
W E E K I	SHARE OF AUDIENCE %						21	9.2*		10.2*	24				8.1*	8.1*	8.9	9.1*
	AVG. AUD. BY ¼ HR. %						9.3	9.1	9.9	10.5	11.6	13.0	10.6	9.9	8.1	8.1	8.9	9.3
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	44.9	45.7	45.0	44.7	44.9	45.2	46.3	48.5	51.6	53.9	54.5	55.5	56.3	56.4	56.9	56.1
		WK 2	45.6	46.0	46.2	46.4	45.0	45.5	46.8	49.4	50.5	51.9	52.7	53.9	53.7	54.2	54.1	53.4

U.S. TV Households 83,300,000

For explanation of symbols, See page A.

EVE.WED. JULY 20, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JULY 14, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,910 15.5								16,910 20.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,830 8.2	6.9*							11,250 13.5	13.0*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 7.0	15* 6.8		7.3* 14*	7.1	7.5	8.1	8.3* 15*	10.1* 17*	24 12.4	23* 13.6	26* 14.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,740 21.3				19,580 23.5				16,910 20.3			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,410 16.1	15.1*		17.1*	17.7	17.3*		18.0*	12,740 15.3	16.0*		14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 14.3	32* 15.9		34* 17.4	31 17.0	32* 17.7		31* 18.2	28 15.9	28* 16.0		27* 15.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,160 13.4				12,910 15.5		15,160 18.2		17,160 20.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,830 9.4	8.5*		10.2*	11,160 13.4		13,080 15.7		13,160 15.8	15.8*		15.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.5	18* 8.6		20* 10.1	25 10.4		27 12.3		29 15.4	28* 16.2		29* 16.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,240 18.3								16,910 20.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,750 9.3	9.1*		8.5*		9.5*		10.1*	11,910 14.3	13.9*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 9.7	19* 8.5		17* 8.2		17* 9.4		18* 10.0	27 13.3	26* 14.5		28* 14.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,160 19.4				16,410 19.7				12,250 14.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,330 13.6	13.2*		14.1*	12,500 15.0	14.2*		15.9*	9,000 10.8	10.7*		10.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.7	27* 13.6		28* 14.0	27 14.3	26* 14.5		28* 15.4	20 10.7	20* 10.7		20* 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,330 14.8				12,910 15.5		13,990 16.8		18,080 21.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,250 9.9	9.4*		10.4*	10,910 13.1		12,080 14.5		12,830 15.4	14.7*		16.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 9.1	19* 9.8		21* 10.3	24 10.6		25 12.2		29 14.5	27* 14.9		30* 16.4
TV HOUSEHOLDS USING TV		WK. 1	43.3	43.8	42.8	44.6	46.1	47.2	49.4	51.4	52.9	55.5	57.9	59.6	56.2	56.3	55.9
(See Def. 1)		WK. 2	45.6	46.9	47.1	48.3	48.1	48.9	50.0	51.4	53.2	55.7	56.8	57.0	53.9	53.5	53.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. JULY 21, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. JULY 15, 1983

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	{	TOTAL AUDIENCE (Households (000) & %)					10,500 12.6	8,750 10.5		11,500 13.8									
		ABC TV					BENSON (R)	AT EASE (R)						MASADA PART IV (R)(OP)					
		AVERAGE AUDIENCE (Households (000) & %)					8,660 10.4	7,660 9.2		7,160 8.6		7.5*		7.9*		9.2*		9.9*	
		SHARE OF AUDIENCE %					23	20		17		15*		15*		18*		20	
AVG. AUD. BY ¼ HR.							10.0	10.7	9.3	9.0	7.7	7.3	7.6	8.1	9.0	9.5	9.7	10.0	
E K 2	{	TOTAL AUDIENCE (Households (000) & %)					12,660 15.2			13,160 15.8				14,080 16.9					
		CBS TV					DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)				
		AVERAGE AUDIENCE (Households (000) & %)					8,500 10.2	10.2*		10.3*	11.1	10.5*		11.7*	11.5	11.6*		11.4*	
		SHARE OF AUDIENCE %					22	23*		22*	22	21*		22*	23	23*		23*	
AVG. AUD. BY ¼ HR.							9.9	10.5	10.3	10.2	9.9	11.2	11.3	12.0	11.8	11.4	11.3	11.6	
W E K 2	{	TOTAL AUDIENCE (Households (000) & %)					9,830 11.8			15,740 18.9				14,660 17.6					
		NBC TV					POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)				EISCHIED (R)				
		AVERAGE AUDIENCE (Households (000) & %)					6,750 8.1	7.7*		8.6*	12,250 14.7	13.8*		15.6*	10,830 13.0	13.0*		12.9*	
		SHARE OF AUDIENCE %					18	17*		18*	29	28*		29*	26	25*		26*	
AVG. AUD. BY ¼ HR.							7.8	7.7	8.3	8.8	13.1	14.4	15.2	16.0	13.3	12.8	13.0	12.8	
W E K 2	{	TOTAL AUDIENCE (Households (000) & %)					9,500 11.4	8,080 9.7		14,910 17.9									
		ABC TV					BENSON (R)	ABC COMEDY SPECIAL						ABC FRIDAY NIGHT MOVIE MARSATTI AND THE BRAIN (R)(OP)					
		AVERAGE AUDIENCE (Households (000) & %)					8,080 9.7	6,750 8.1		6,830 8.2		6.9*		7.1*		9.1*		9.8*	
		SHARE OF AUDIENCE %					21	18		17	15*		14*		19*		20*		
AVG. AUD. BY ¼ HR.							9.5	9.9	8.3	7.9	7.1	6.7	7.0	7.1	9.0	9.1	9.6	10.0	
W E K 2	{	TOTAL AUDIENCE (Households (000) & %)					12,740 15.3			12,990 15.6				12,910 15.5					
		CBS TV					DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)				
		AVERAGE AUDIENCE (Households (000) & %)					9,160 11.0	10.3*		11.8*	9,410 11.3	11.1*		11.6*	9,750 11.7	11.2*		12.2*	
		SHARE OF AUDIENCE %					24	23*		26*	23	24*		23*	24	23*		25*	
AVG. AUD. BY ¼ HR.							10.0	10.6	11.6	12.0	10.9	11.3	11.5	11.7	11.0	11.4	12.1	12.3	
W E K 2	{	TOTAL AUDIENCE (Households (000) & %)					9,660 11.8			15,830 19.0				12,500 15.0					
		NBC TV					POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				EISCHIED (R)				
		AVERAGE AUDIENCE (Households (000) & %)					6,660 8.0	7.3*		8.8*	12,410 14.9	14.0*		15.9*	8,830 10.6	10.4*		10.8*	
		SHARE OF AUDIENCE %					18	16*		19*	31	30*		32*	22	21*		22*	
AVG. AUD. BY ¼ HR.							7.4	7.2	8.3	9.3	13.3	14.7	15.5	16.2	10.6	10.2	10.8	10.8	
TV HOUSEHOLDS USING TV (See Def. 1)			WK 1	41.6	42.1	41.4	43.1	44.6	45.7	46.2	47.0	48.9	51.2	52.3	53.5	52.1	50.8	49.4	49.0
			WK 2	43.8	44.9	44.4	45.2	45.0	45.7	46.1	45.6	46.1	48.2	49.5	50.6	49.0	48.6	49.2	49.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. FRI. JULY 22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 16, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,330 13.6				14,330 17.2				9,500 11.4			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,910 9.5	8.9*			10,500 12.6	12.4*			5,330 6.4	7.0*		5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 8.8	22 *	9.1	9.8	23 *	27 *	13.2	13.2	27 *	13 8.1	15 *	5.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,830 10.8				21,070 25.3							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						6,000 7.2	7.1*			10,580 12.7	8.3*			9,410 11.3	13.4*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 7.3	17 *	6.9	7.1	27 *	18 *	8.4	8.7	19 *	28 *	14.6	16.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						9,000 10.8		8,910 10.7		10,080 12.1				9,410 11.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,410 8.9		7,750 9.3		7,410 8.9	8.5*			6,080 7.3	7.3*		7.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 7.8		21 9.9	9.2	19 8.3	18 *	8.9	8.9	15 7.3	15 *	7.1	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,580 13.9				16,080 19.3				14,990 18.0			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4	9.1*			12,080 14.5	13.5*			11,080 13.3	12.7*		14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 8.6	22 *	11.1	12.2	31 12.8	29 *	15.1	15.7	32 *	28	27 *	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,500 12.6				14,910 17.9							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,000 8.4	8.2*			7,080 8.5	9.1*			7,960 9.5	8.5*		8.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						19 8.5	20 *	7.9	8.3	19 *	20 *	8.0	8.0	16 *	18 *	8.5	19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,500 11.4		10,000 12.0		9,580 11.5				9,660 11.6			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,080 9.7		8,580 10.3		7,000 8.4	7.8*			6,660 8.0	8.1*		7.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 8.7		23 10.7	10.4	18 7.5	17 *	8.8	8.8	19 *	17 *	7.9	17 *
TV HOUSEHOLDS USING TV WK. 1			39.1	39.7	39.3	39.8	40.4	42.2	42.9	43.7	44.9	47.2	47.5	48.8	48.0	47.6	47.5	46.9
(See Def. 1) WK. 2			41.3	41.0	40.5	41.5	41.2	42.5	43.6	45.0	45.6	47.7	48.4	48.2	46.7	47.3	46.9	46.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. JULY 23, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN JULY 17 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,000 10.8				{ 23,410 28.1											
	ABC TV	MAKING OF SUPERMAN II (OP) USFL CHAMPIONSHIP GAME MICHIGAN VS PHILADELPHIA (8:00-11:51PM) (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,830 7.0	6.4*		7.7*	11.9	9.0*	10.6*		12.2*		13.2*		11.8*		12.8*	
	SHARE OF AUDIENCE %	{ 15	14 *		17 *	23	20 *	21 *		23 *		24 *		21 *		23 *	
WEEK 2	AVG. AUD. BY ¼ HR.	{ 6.0	6.9	7.3	8.0	8.6	9.3	10.3	11.0	11.6	12.8	12.9	13.5	12.0	11.6	12.6	13.0
	TOTAL AUDIENCE (Households (000) & %)	{ 18,490 22.2		{ 60 MINUTES (R)		{ 13,830 16.6		{ 14,410 17.3		{ 18,740 22.5		{ 19,410 23.3		{ 24,160 29.0			
	CBS TV	ALICE (R) ONE DAY AT A TIME (R)(OP) JEFFERSONS (R) NEWHART (R) TRAPPER JOHN, M.D. (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,830 16.6	16.2*		17.0*	13.7	14.7		16,080 19.3		16,830 20.2		19,330 23.2	22.7*		23.8*	
WEEK 3	SHARE OF AUDIENCE %	{ 37	38 *		37 *	28	28		34		35		42	41 *	44 *		
	AVG. AUD. BY ¼ HR.	{ 15.7	16.8	17.0	17.0	19.5	19.9	13.8	15.5	17.9	20.7	19.4	21.1	21.9	23.5	23.8	23.8
	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0		{ VOYAGERS (R)		{ 12,500 15.0		{ CHIPS (R)(OP)		{ 18,490 22.2		{ NBC SUNDAY NIGHT MOVIE GETTING AWAY WITH MURDER					
	NBC TV																
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 8,830 5.8	5.1*		6.5*	9,160 11.0	10.0*	12.0*		8,830 10.6	12.0*		11.3*		10.0*		9.2*
	SHARE OF AUDIENCE %	{ 13	12 *		14 *	22	21 *	23 *		19 *	21 *		20 *		18 *		17 *
	AVG. AUD. BY ¼ HR.	{ 5.1	5.2	6.0	7.1	9.6	10.4	11.7	12.4	12.7	11.2	11.3	11.3	10.4	9.6	9.3	9.1
	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 13,830 16.6		{ 17,740 21.3		{ ABC SUNDAY NIGHT MOVIE ROOSTER (9:00-10:55PM) (OP)									
WEEK 5	ABC TV	ABC NEWS SPECIAL TRIBUTE (9:00-10:00PM) (OP) RIPLEY'S BELIEVE IT OR NOT (7:35-8:00PM) (R)(OP) MATT HOUSTON (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2	6.2		10,500 12.1	13.4	14.3		10,330 12.4	11.9*		12.6*		12.4*		12.5*	
	SHARE OF AUDIENCE %	{ 13	13		25	23 *	27 *		22	21 *		22 *		22 *		24 *	
	AVG. AUD. BY ¼ HR.	{ 6.2	6.2		10.5	12.1	13.4	14.3	12.1	11.7	12.6	12.6	12.5	12.3	12.8	12.1	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 14,830 17.8		{ 60 MINUTES (R)		{ 16,080 19.3		{ 14,900 17.9		{ 17,830 21.4		{ ONE DAY AT A TIME (R)(OP) JEFFERSONS (R) NEWHART (R) TRAPPER JOHN M.D. (R)					
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,330 12.4	11.8*		13.0*	13.4	13.0*		13,490 16.2		12,990 15.6		13,580 16.3	15.8*		16.8*	
	SHARE OF AUDIENCE %	{ 35	35 *		34 *	24	24 *		29	25 *		27		30	28 *	32 *	
WEEK 7	AVG. AUD. BY ¼ HR.	{ 15.5	16.5	16.1	15.9	12.0	11.7	12.6	13.4	15.1	17.3	15.1	16.1	15.7	16.0	16.7	16.9
	TOTAL AUDIENCE (Households (000) & %)	{ 8,830 10.6		{ VOYAGERS (R)		{ 10,830 13.0		{ SIX PACK (OP)		{ 19,160 23.0		{ NBC SUNDAY NIGHT MOVIE GOIN' SOUTH (R)(OP)					
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.1	6.6*		7.6*	8,160 9.8	9.6*	10.1*		13.1	11.8*		12.7*		14.2*		13.6*
WEEK 8	SHARE OF AUDIENCE %	{ 15	14 *		16 *	19	20 *		19 *	21 *		22 *		26 *		26 *	
	AVG. AUD. BY ¼ HR.	{ 6.4	6.9	7.7	7.6	9.4	9.7	9.9	10.3	11.3	12.3	12.3	13.1	14.3	14.0	13.5	13.7
	TV HOUSEHOLDS USING TV WK. 1	42.6	43.4	44.9	47.1	47.9	49.6	52.0	54.6	56.0	57.1	57.2	57.5	55.2	55.1	54.5	54.3
	(See Def. 1) WK. 2	45.7	46.1	46.4	46.7	48.5	49.8	51.2	53.3	54.5	56.3	56.3	57.6	56.3	54.7	53.3	50.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SUN. JULY 24, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN JULY 22, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 5,660 2,000  
(Households (000) & %) { 6.8 2.4

**ABC TV**

USFL CHAMPIONSHIP GAME  
MICHIGAN VS PHILADELPHIA  
(8:00-11:57PM)

(1) ABC WEEKEND  
REPORT-SUN.  
(12:19-12:34AM)  
(OP)

AVERAGE AUDIENCE { 5,580 1,830  
(Households (000) & %) { 6.7 2.2

SHARE OF AUDIENCE % 19 9

AVG. AUD. BY ¼ HR. % 7.1 2.3 1.9

W

E

E

K

1

TOTAL AUDIENCE { 5,000  
(Households (000) & %) { 6.0

**CBS TV**

SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 4,910  
(Households (000) & %) { 5.9

SHARE OF AUDIENCE % 12

AVG. AUD. BY ¼ HR. % 5.9

TOTAL AUDIENCE { 1,500  
(Households (000) & %) { 1.8

**NBC TV**

NBC LATE NIGHT MOVIE  
EYES OF LAURA MARS(R)  
(11:30-11:48PM)  
(SUSTAINING 11:48-1:30AM)

AVERAGE AUDIENCE { 1,420  
(Households (000) & %) { 1.7

SHARE OF AUDIENCE % 4

AVG. AUD. BY ¼ HR. % 1.7 1.5

TOTAL AUDIENCE { 4,000  
(Households (000) & %) { 4.8

**ABC TV**

ABC  
WEEKEND  
REPORT  
SUM

AVERAGE AUDIENCE { 4,000  
(Households (000) & %) { 4.8

SHARE OF AUDIENCE % 11

AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE { 8,160  
(Households (000) & %) { 8.2

**CBS TV**

SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 8,160  
(Households (000) & %) { 8.2

SHARE OF AUDIENCE % 14

AVG. AUD. BY ¼ HR. % 6.2

TOTAL AUDIENCE { 1,920  
(Households (000) & %) { 2.3

**NBC TV**

NBC LATE NIGHT MOVIE  
THE DEVIL CONNECTION  
(11:30-12:05AM)  
(SUSTAINING 12:05-1:30AM)

AVERAGE AUDIENCE { 1,330  
(Households (000) & %) { 1.6 1.6\*

SHARE OF AUDIENCE % 5 5\*

AVG. AUD. BY ¼ HR. % 1.7 1.6 1.4

TV HOUSEHOLDS USING TV	WK. 1	49.8	45.4	39.2	33.9	28.2	24.6	21.8	19.1	16.4	13.6	11.7	10.1	8.7	8.0	7.4	6.5
(See Def. 1)	WK. 2	45.8	42.1	35.2	31.9	28.1	25.2	22.1	19.7	16.8	14.5	11.8	9.6	7.6	6.6	5.7	5.3

U.S. TV Households: 83,300,000  
(1) USFL CHAMPIONSHIP POST GM, ABC, (12:05-12:19AM)(S)

For explanation of symbols, See page A.

EVE. SUN. JULY 24, 1983



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				4,330 5.2				5,080 6.1									
	ABC TV				GOOD MORNING, AMERICA 730 (CO-OP)				GOOD MORNING, AMERICA 830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				3,420 4.1				4,250 5.1									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				28 4.1	4.1			26 5.0	5.1								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				3,000 3.6					4,580 5.5		4,080 4.9		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2					\$25,000 PYRAMID		CHILD'S PLAY		
	AVERAGE AUDIENCE (Households (000) & %)				2,670 3.2				2,420 2.9					3,830 4.6		3,420 4.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.2	3.1			15 2.8	3.0				19 4.4	4.6	17 3.9	4.3	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)				3,080 3.7				4,000 4.8					5,660 6.8		5,660 6.8		
	NBC TV				TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY		
	AVERAGE AUDIENCE (Households (000) & %)				2,420 2.9				3,250 3.9					4,660 5.6		4,910 5.9		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				19 2.8	3.0			20 3.9	3.9				24 5.2	6.0	24 5.8	6.0	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				4,000 4.8				4,660 5.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)				3,170 3.8				3,920 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 3.7	3.9			23 4.6	4.8								
W E E K 5	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				3,420 4.1					4,580 5.5		3,500 4.2		
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2					\$25,000 PYRAMID		CHILD'S PLAY (SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)				2,670 3.2				2,830 3.4					3,750 4.5		3,000 3.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.1	3.2			17 3.3	3.5				19 4.3	4.6	15 3.6	3.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)				3,250 3.9				4,000 5.2					5,580 6.7		5,000 6.0		
	NBC TV				TODAY SHOW-7:30AM (CO-OP)				TODAY SHOW-8:30AM (CO-OP)					DIFF'RENT STROKES M-F		SALE OF THE CENTURY (SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)				2,580 3.1				3,500 4.2					4,830 5.8		4,580 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 3.0	3.2			21 4.2	4.3				24 5.3	6.2	23 5.5	5.4	
TV HOUSEHOLDS USING TV WK. 1		8.9	10.8	12.2	13.2	14.5	16.1	17.5	18.3	19.4	21.1	22.1	22.9	23.4	24.4	24.1	24.6	
(See Def. 1) WK. 2		8.7	10.5	12.1	13.4	15.3	16.6	17.9	18.7	19.7	21.3	21.9	22.6	23.5	24.7	24.1	23.9	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON. FRI. JULY 11-15, 1983

		TIME													
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,660 5.6		4,080 4.9		5,500 6.6		4,580 5.5		9,910 11.9				8,250 9.9	
	ABC TV			TOO CLOSE-COMFORT DAYTIME	LOVING	FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE	
	AVERAGE AUDIENCE (Households (000) & %)	3,750 4.5		3,420 4.1		4,580 5.5		3,920 4.7		7,330 8.8	8.2*		9.4*	6,080 7.3	7.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 4.3		16 4.7		20 5.2	5.8	17 4.6	4.7	28 7.8	26*	9.3	30*	24 7.4	24* 7.3*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,910 8.3		9,500 11.4				9,660 11.6				8,000 9.6			6,000 7.2
	CBS TV			PRICE IS RIGHT 1	PRICE IS RIGHT 2 (OP)			YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	5,830 7.0		8,000 9.6				7,330 8.8	8.7*		6,500 7.8	7.7*		5,410 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28 6.5	7.6	37 9.4	9.9			31 8.7	32*	8.9	31*	25 7.7	24*	26* 7.9	22 6.5
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	7,250 8.7		5,250 6.3		4,250 5.1		3,420 4.1		7,080 8.5				6,250 7.5	
	NBC TV			WHEEL OF FORTUNE	DREAM HOUSE	FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)	6,160 7.4		4,580 5.5		3,500 4.2		2,830 3.4		5,410 6.5	6.2*		6.8*	4,750 5.7	5.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	29 7.4	7.4	21 5.5	5.5	15 4.1	4.4	12 3.4	3.4	21 6.0	20*	6.4	21*	19 5.6	18* 5.5
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	4,830 5.8		4,000 4.8		5,160 6.2		5,250 6.3		10,750 12.9				8,830 10.6	
	ABC TV			TOO CLOSE-COMFORT DAYTIME	LOVING	FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE	
	AVERAGE AUDIENCE (Households (000) & %)	3,920 4.7		3,250 3.9		4,250 5.1		4,330 5.2		8,000 9.6	8.9*		10.2*	6,750 8.1	8.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 4.4	5.0	15 4.0	3.7	18 4.7	5.5	18 5.1	5.4	30 8.4	28*	10.4	32*	27 8.1	26* 8.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	6,330 7.8		9,160 11.0				9,580 11.5				8,000 9.6			6,250 7.5
	CBS TV			PRICE IS RIGHT 1	PRICE IS RIGHT 2 (OP)			YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	5,330 6.4		7,660 9.2				7,080 8.5	8.4*		6,250 7.5	7.2*		5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 5.9	6.8	36 8.9	9.5			30 8.2	31*	8.6	29*	24 7.2	22*	25* 7.7	22 6.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	6,630 8.2		4,910 5.9		4,250 5.1		3,580 4.3		7,330 8.8				6,500 7.8	
	NBC TV			WHEEL OF FORTUNE	DREAM HOUSE	FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD	
	AVERAGE AUDIENCE (Households (000) & %)	5,830 7.0		4,330 5.2		3,670 4.4		2,750 3.3		5,750 6.9	6.5*		7.3*	4,910 5.9	5.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28 6.9	7.1	20 5.0	5.3	16 4.3	4.5	12 3.4	3.2	22 6.3	20*	7.2	23*	19 6.1	19* 5.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.4	25.8	26.2	27.2	28.0	29.3	28.7	29.5	30.5	31.4	31.1	31.1	30.2
		WK. 2	23.8	25.0	25.3	26.6	28.1	29.3	28.8	29.3	31.0	32.0	31.7	31.5	30.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 18-22, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 11-15, 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,830 11.8		GENERAL HOSPITAL		{ 3,580 4.3		EDGE OF NIGHT						{ 8,580 10.3		ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,750 9.3	9.1*			{ 3,000 3.6									{ 7,330 8.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 8.7	31*			{ 12 3.8									{ 21 8.8		8.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,660 9.2		GUIDING LIGHT (OP)		{ 3,580 4.3		TATTLETALES						{ 9,830 11.8		CBS EVENING NEWS- RATHER	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,250 7.5	7.3*			{ 3,000 3.6									{ 8,500 10.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 7.2	24*			{ 12 3.5									{ 24 10.1		10.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6		FANTASY										{ 8,580 10.3		NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,250 3.9	3.7*			{ 4.1*									{ 7,330 8.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 13 3.6	12*			{ 13 4.1									{ 20 8.6		9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,100 12.2		GENERAL HOSPITAL		{ 3,600 4.6		EDGE OF NIGHT						{ 8,400 10.7		ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,910 9.5	9.2*			{ 3,250 3.9									{ 7,660 9.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 30 9.0	30*			{ 13 4.0									{ 21 9.3		9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,080 9.7		GUIDING LIGHT (OP)		{ 3,920 4.7		TATTLETALES						{ 10,500 12.6		CBS EVENING NEWS- RATHER	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,580 7.9	7.9*			{ 3,170 3.8									{ 8,830 10.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 7.8	26*			{ 12 3.6									{ 24 10.8		10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,660 5.6		FANTASY										{ 8,750 10.5		NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,170 3.8	3.6*			{ 4.0*									{ 7,660 9.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12 3.5	12*			{ 12 4.0									{ 20 9.1		9.2
TV HOUSEHOLDS USING TV		WK. 1	29.2	30.8	31.4	31.8	30.1	31.0	31.2	32.8	34.7	36.5	37.9	39.9	41.0	42.1	42.8
(See Def. 1)		WK. 2	30.4	31.4	32.3	32.8	31.0	32.2	32.2	33.4	35.3	37.3	38.6	40.4	42.7	44.5	44.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 18-22, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 2	<b>ABC TV</b>																
	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
E K 2	<b>CBS TV</b>																
	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
E K 2	<b>NBC TV</b>																
	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	6.4	7.5	8.4	9.8	10.3	12.5	14.3	16.4	18.4	19.7	21.2	22.9	23.8	24.9	24.9
		WK 2	5.6	6.1	6.9	8.4	10.3	12.3	14.2	15.5	17.6	19.2	20.7	22.3	23.1	23.3	23.8

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT JULY 16 1983

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					1,750 2.1		10,500 12.6		SPORTSBEAT ——— ABC WIDE WORLD SPORTS SAT ———												
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)					1,330 1.6		5,910 7.1		5.6*		7.6*		8.1*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					5 1.6		20 1.4		17*		22*		22*								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)							5,160 6.2		MCDONALDS LPGA GOLF-SAT ———									7,250 8.7			
	CBS TV																					
	AVERAGE AUDIENCE (Households (000) & %)							8,250 3.9		3.8*		4.1*		4.1*		6,000						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							12 3.5		12*		13*		19		7.2						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)									NBC MAJOR LEAGUE BASEBALL TEXAS VS NEW YORK YANKEES OAKLAND VS BOSTON MULTI-SEGMENT TELECAST									5,750 6.9			
	NBC TV																					
	AVERAGE AUDIENCE (Households (000) & %)							8.9*		7.6*		7.8*		8.5*		4,750						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							24*		26*		25*		26*		5.7						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)							2,330 2.8		8,910 10.7		SPORTSBEAT ——— ABC WIDE WORLD-SPORTS SAT ———										
	ABC TV																					
	AVERAGE AUDIENCE (Households (000) & %)							1,830 2.2		4,660 5.6		4.7*		5.3*		6.7*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							6 2.3		16 4.5		14*		15*		18*						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																		7,660 9.2			
	CBS TV																					
	AVERAGE AUDIENCE (Households (000) & %)															6,500						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															7.8						
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																		7,080 8.5			
	NBC TV																					
	AVERAGE AUDIENCE (Households (000) & %)															4,830						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															5.8						
TV HOUSEHOLDS USING TV		WK. 1	28.0	27.9	28.8	29.4	29.8	30.6	31.1	31.7	32.6	33.7	33.3	34.4	36.6	37.8	38.1	38.8				
(See Def. 1)		WK. 2	31.0	30.7	31.0	32.0	32.2	33.4	34.2	34.3	34.3	35.4	35.1	35.7	37.2	38.9	39.9	41.3				

U.S. TV Households, 83,300,000

(1) ANHEUSER-BUSCH GOLF-SAT., NBC, (5:49-6:00PM)(5)

For explanation of symbols, See page A.

DAY SAT. JULY 23, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 17, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)

SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK. 1	5.9	6.4	7.1	8.1	9.8	12.2	14.2	15.9	17.4	18.6	20.1	21.0	21.9	22.2	22.3	23.3
(See Def. 1) WK. 2	4.9	5.7	6.6	8.0	9.1	10.3	11.7	13.1	14.6	16.2	18.6	20.0	20.7	22.0	22.6	22.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 24, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,580 11.5								2,830 3.4								
	ABC TV	BRITISH OPEN GOLF SUN. — THIS WEEK-DAVID BRINKLEY —																
	AVERAGE AUDIENCE (Households (000) & %)	4,830 5.8	4.0*		5.3*		6.8*		7.1*	1,670 2.0	2.0*		2.0*					
	SHARE OF AUDIENCE %	23	17 *		21 *		26 *		26 *	7	7 *		7 *					
W E E K 2	AVG. AUD. BY ¼ HR. %	3.8	4.2	5.0	5.7	6.4	7.1	7.8	6.4	2.1	2.0	2.0	1.9					
	TOTAL AUDIENCE (Households (000) & %)	2,750 3.3								7,330 8.8								
	CBS TV	FACE THE NATION — MCDONALDS LPGA GOLF-SUN (2:00-4:12PM) —																
	AVERAGE AUDIENCE (Households (000) & %)			2,080 2.5										2,750 3.3	3.7*		2.8*	
W E E K 3	SHARE OF AUDIENCE %			9										11	13 *		9 *	
	AVG. AUD. BY ¼ HR. %			2.7	2.4									3.8	3.5	2.9	2.7	
	TOTAL AUDIENCE (Households (000) & %)	3,080 3.7								12,740 15.3								
	NBC TV	MEET THE PRESS — NBC RELIGIOUS SERIES (SUS) — MICHIGAN 500 (2:00-6:30PM) —																
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)							2,330 2.8						3,750 4.5	3.4*		4.0*	
	SHARE OF AUDIENCE %							10						14	12 *		14 *	
	AVG. AUD. BY ¼ HR. %							2.9	2.7					3.3	3.6	3.9	4.2	
	TOTAL AUDIENCE (Households (000) & %)	4,500 5.4								3,500 4.2								
W E E K 5	ABC TV	THIS WEEK-DAVID BRINKLEY — DIRECTIONS (SUS) —																
	AVERAGE AUDIENCE (Households (000) & %)			2,670 3.2														
	SHARE OF AUDIENCE %			12	3.0*													
	AVG. AUD. BY ¼ HR. %			2.8	3.2	3.5	3.5											
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	2,830 3.4								5,750 6.9								
	CBS TV	FACE THE NATION — ANHEUSER BUSCH GOLF-SUN. —																
	AVERAGE AUDIENCE (Households (000) & %)			2,170 2.6														
	SHARE OF AUDIENCE %			10														
W E E K 7	AVG. AUD. BY ¼ HR. %			2.6	2.5													
	TOTAL AUDIENCE (Households (000) & %)	3,080 3.7								3,000 3.6								
	NBC TV	MEET THE PRESS — NBC RELIGIOUS SERIES (SUS) —																
	AVERAGE AUDIENCE (Households (000) & %)																	
W E E K 8	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)	3,080 3.7								3,000 3.6								
	NBC TV	MEET THE PRESS — NBC RELIGIOUS SERIES (SUS) —																
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	24.8	25.4	26.1	26.5	26.4	27.0	27.3	27.2	27.0	27.9	28.7	28.6	28.4	30.1	29.8	30.6
		WK 2	23.9	25.2	26.3	27.3	27.4	28.5	28.9	29.3	29.2	30.3	30.4	31.1	31.4	31.8	32.3	33.2

TV HOUSEHOLDS USING TV	WK 1	24.8	25.4	26.1	26.5	26.4	27.0	27.3	27.2	27.0	27.9	28.7	28.6	28.4	30.1	29.8	30.6
(See Def. 1)	WK 2	23.9	25.2	26.3	27.3	27.4	28.5	28.9	29.3	29.2	30.3	30.4	31.1	31.4	31.8	32.3	33.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 17, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W	TOTAL AUDIENCE (Households (000) & %)										8,330 10.0							5,660 6.8	
	ABC TV										AMERICAN SPORTSMAN						ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)										4,330 5.2	4.0*		5.3*		6.2*	4,660 5.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.										15 3.7	12 *		15 *		17 *	15 5.6	5.6	
E	TOTAL AUDIENCE (Households (000) & %)										8,330 10.0							6,660 8.0	
	CBS TV										MCDONALDS LPGA GOLF-SUN (2:00-4:12PM) (OP)						CBS SPORTS SUNDAY (4:12-6:00PM) (OP)		CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)											3,920 4.7						5,580 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.											13 *	14	13 *		17 *	17 6.6	6.8	
1	TOTAL AUDIENCE (Households (000) & %)																	4,910 5.9	
	NBC TV										MICHIGAN 500						MBC NIGHTLY NEWS- SUN		
	AVERAGE AUDIENCE (Households (000) & %)											3,920 4.7						3,920 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.											12 *	12 *	13 *		15 *	12 4.6	4.8	
W	TOTAL AUDIENCE (Households (000) & %)										8,160 9.8							5,660 6.8	
	ABC TV										AMERICAN SPORTSMAN						ABC WRLD NEWS TONIGHT-SUN		
	AVERAGE AUDIENCE (Households (000) & %)										3,750 4.5	4.4*		4.4*		4.7*	4,580 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.										13 4.5	13 *		13 *		13 *	14 5.2	5.8	
E	TOTAL AUDIENCE (Households (000) & %)										11,160 13.4							8,660 10.4	
	CBS TV										CBS SPORTS SUNDAY						CBS EVENING NEWS- DEAN		
	AVERAGE AUDIENCE (Households (000) & %)										4,660 5.6	4.5*		4.9*		7.2*	7,000 8.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.										16 4.6	13 *		15 *		20 *	20 8.0	8.9	
2	TOTAL AUDIENCE (Households (000) & %)										8,080 9.7							6,330 7.6	
	NBC TV										ANHEUSER BUSCH GOLF-SUN. (2:00-4:00PM)						SPORTSWORLD		NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)											3,580 4.3	4.0*					5,160 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.											13 4.0	12 *				15 5.9	6.6	
TV HOUSEHOLDS USING TV																			
(See Def. 1)																			
WK. 1																			
WK. 2																			

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. JULY 24, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE-CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BSNL-PRE	1	8.00- 8.11PM	+GRID	6,580	7.9	7,000	8.4	19											
	2	8.00- 8.14PM	+GRID																
CBS MISS UNIVERSE PAGEANT(S)	1	9.00-11.09PM	+GRID 11.00	30,240	36.3	18,830	22.6	38											
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,750	10.5	8,750	10.5	24	10.5										
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	9,660	11.6	9,660	11.6	24	11.6										
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	5,250	6.3	5,250	6.3	14	6.3										
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	6,330	7.6	6,330	7.6	17	7.6										
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	5,830	7.0	5,830	7.0	14	7.0										
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	7.58- 7.59PM	7.45	6,410	7.7	6,410	7.7	17	7.7										
	2	8.34- 8.36PM	8.30																
ABC ABC NEWSBRIEF-SUN.	2	9.55- 9.56PM	9.45																
	1	10.10-10.12PM	10.00	9,750	11.7	9,660	11.6	21	11.6										
ABC USFL CHAMPIONSHIP POST GM(S)	1	12.05-12.19AM	+GRID	5,660	6.8	5,580	6.7	19											

CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	12,740	15.3	12,740	15.3	28	15.3		9,330	11.2	9,330	11.2	21	11.2	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	9,000	10.8	9,000	10.8	20	10.8		7,160	8.6	7,160	8.6	16	8.6	
NBC NBC NEWS DIGEST-2-SUN.	2	9.50- 9.51PM	9.45								9,410	11.3	9,410	11.3	20	11.3	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.00	7,330	8.8	7,160	8.6	16	8.7	M-F	9,330	11.2	8,660	10.4	20	8.2	M-F
			9.45						8.7	TU-F						11.8	TU-F
ABC ABC NEWS NIGHTLINE			11.30	8,580	7.9	3,920	4.7	14	6.5	MTUWF	6,660	8.0	3,920	4.7	14	6.6	M-F
			11.45				5.8*	16*	5.1	MTUWF				5.8*	16*	4.9	M-F
			12.00						4.3	MTUWF						4.0	M-F
			12.15				3.8*	12*	3.4	MTUWF				3.7*	13*	3.4	M-F
			12.30						2.7	MON.							
ABC VIEWPOINT(S)	1	11.10- 1.01AM	11.30	6,580	7.9	3,170	3.8	13	6.6	THU.							
			11.45				5.7*	15*	4.8	THU.							
			12.00						3.6	THU.							
			12.15				3.2*	11*	2.8	THU.							
			12.30						2.6	THU.							
			12.45				2.4*	11*	2.2	THU.							
			1.00						1.8	THU.							
ABC ONE ON ONE		>	12.30	1,420	1.7	1,170	1.4	6	1.5	MTUWF	1,500	1.8	1,170	1.4	6	1.5	M-F
			12.45						1.3	MTUWF						1.4	M-F
			1.00						1.4	MTUWF						1.2	M-F
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,000	9.6	8,000	9.6	19	9.6	M-F	8,580	10.3	8,410	10.1	20	10.0	M-F
	2	>	8.45														
CBS LATE MOVIE I		>	11.30	8,160	9.8	5,250	6.3	20	9.9	M-F	8,330	10.0	5,410	6.5	21	6.7	M-F
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
NET NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS	%	HOUSEHOLDS	%	SHARE			HOUSEHOLDS	%	SHARE	HOUSEHOLDS	%		
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	(000)	%	%	
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE I-CONT'D			11.45				6.5*	17*	6.4	M-F				6.7*	19*	6.7	M-F
			12.00						6.2	M-F						6.7	M-F
			12.15				6.2*	21*	6.1	M-F				6.6*	22*	6.4	M-F
			12.30						6.0	M-F						6.2	M-F
			12.45				5.8*	27*	5.9	M-F				6.5*	29*	6.2	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	5,080	6.1	4,170	5.0	27	5.2	M-F	5,000	6.0	4,170	5.0	26	5.1	M-F
			12.45						5.3	M-F						5.1	M-F
			1.00						5.1	M-F						5.0	M-F
			1.15				4.9*	28*	4.7	M-F				5.0*	28*	4.9	M-F
			1.30						4.1	M & TH						5.2	TU & W
		VARIOUS TIMES	(SUS)														
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,500	1.8	1,330	1.6	16	1.8	M-THSU	1,580	1.9	1,250	1.5	16	1.7	M-THSU
			2.15						1.4	M THSU						1.4	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GR10	2,500	3.0	1,080	1.3	24		M-THSU	2,080	2.5	1,000	1.2	24		M-THSU
			2.30						1.6	M-THSU						1.3	M-THSU
			2.45				1.5*	19*	1.5	M-THSU				1.2*	17*	1.1	M-THSU
			3.00						1.6	M-THSU						1.4	M-THSU
			3.15				1.5*	22*	1.5	M-THSU				1.3*	22*	1.2	M-THSU
			3.30				1.5	M-THSU	1.5	M-THSU						1.2	M-THSU
			3.45				1.4*	25*	1.4	M-THSU				1.2*	24*	1.2	M-THSU
			4.00						1.4	M-THSU						1.2	M-THSU
			4.15				1.3*	25*	1.3	M-THSU				1.2*	28*	1.2	M-THSU
			4.30						1.2	M-THSU						1.1	M-THSU
			4.45				1.2*	28*	1.2	M-THSU				1.1*	28*	1.1	M-THSU
			5.30						1.1	M-THSU						1.0	M-THSU
			5.45				1.1*	28*	1.1	M-THSU				1.0*	26*	1.0	M-THSU
NBC NBC NEWS DIGEST-M-F	1	8.58- 8.59PM	8.45	8,000	9.6	8,000	9.6	19	9.6	M-F	8,080	9.7	8,080	9.7	19	9.7	M-F
	2	>	8.45														
NBC NBC NEWS DIGEST-2-M F	1	9.58- 9.59PM	9.45	10,410	12.5	10,410	12.5	22	12.5	TU&TH	9,330	11.2	9,330	11.2	21	11.2	MWF
	2	>	9.45														
NBC TONIGHT SHOW		11 30 12.30AM	11.30	9,250	11.1	5,580	6.7	20	7.6	M-F	9,160	11.0	5,580	6.7	20	7.7	M-F
			11.45				7.4*	20*	7.2	M-F				7.4*	20*	7.1	M-F
			12.00						6.5	M-F						6.6	M-F
			12.15				6.0*	20*	5.4	M-F				6.1*	21*	5.5	M-F
NBC DAVID LETTERMAN I		12 10 1.00AM	12.10	1,500	4.2	2,750	3.3	15	3.7	M-TH	3,330	4.0	2,750	3.3	15	3.5	M-TH
			12.45						3.0	M-TH						3.0	M-TH
NBC DAVID LETTERMAN SP(S)	2	12.30- 1.54AM	12.30								4,250	5.1	2,500	3.0	14	3.4	FRI.
			12.45											3.2*	12*	3.1	FRI.
			1.00													3.2	FRI.
			1.15											3.2*	15*	3.1	FRI.
			1.30													2.7	FRI.
			1.45											2.5*	15*	2.2	FRI.
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 2.00AM	12.30	4,250	5.1	2,170	2.6	13	3.5	FRI.							
			12.45				3.1*	12*	2.8	FRI.							
			1.00						2.7	FRI.							
			1.15				2.5*	12*	2.4	FRI.							
			1.30						2.4	FRI.							
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN SPECIAL(S)-CONT'D																			
			1.45			2.1* 13*			1.9	FRI.									
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,580	3.1	2,000	2.4	15	2.6	M-TH	2,580	3.1	2,080	2.5	15	2.6	M-TH		
			1.15						2.3	M-TH						2.3	M-TH		
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,500	1.8	1,250	1.5	12	1.7	M-F	1,500	1.8	1,330	1.6	12	1.6	M-F		
			1.45			1.6* 12*			1.5	M-TH			1.5* 11*			1.6	M-TH		
			2.00						1.4	M-F						1.6	W & F		
			2.15			1.2* 10*			1.1	M-F			1.8* 16*			1.7	W & F		
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00							M-F							M-F		
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15							M-F							M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,250	1.5	1,170	1.4	15	1.4	M-F	1,250	1.5	1,170	1.4	16	1.4	M-F		
ABC ABC SPECIAL REPORT-10.30A(SUS)	2	10.30-10.47AM	10.30														THU.		
ABC ABC DAYTIME NEWSBRIEF-M-F		>	1.45	7,160	8.6	7,000	8.4	26	8.3	M-F	7,080	8.5	7,160	8.6	27	8.5	M-F		
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,250	1.5	1,000	1.2	18	1.1	M-F	1,080	1.3	1,000	1.2	18	1.1	M-F		
			6.45						1.2	M-F						1.2	M-F		
CBS CBS NEWS SPECIAL REPORT(SUS)	2	10.30-10.46AM	10.30														THU.		
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,750	8.1	6,500	7.8	29	7.8	M-F	6,580	7.9	6,250	7.5	29	7.5	M-F		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,330	6.4	5,080	6.1	19	6.1	M-F	5,580	6.7	5,250	6.3	19	6.3	M-F		
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,080	1.3	920	1.1	13	1.0	M-F	1,080	1.3	920	1.1	14	1.0	M-F		
			6.45						1.2	M-F						1.2	M-F		
NBC REAGAN NEWS CONF.-NBC(SUS)	2	10.30-10.46AM	10.30														THU.		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,580	3.1	2,250	2.7	23	2.7		2,330	2.8	1,830	2.2	20	2.2			
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,750	5.7	4,080	4.9	19	4.9		4,410	5.3	4,000	4.8	20	4.8			
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	4,080	4.9	3,500	4.2	15	4.2		4,080	4.9	3,580	4.3	17	4.3			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,670	2.0	1,420	1.7	15	1.7		1,330	1.6	1,250	1.5	14	1.5			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,670	2.0	1,330	1.6	10	1.6		2,420	2.9	2,080	2.5	17	2.5			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,420	2.9	2,170	2.6	14	2.6		2,170	2.6	2,000	2.4	13	2.4			
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,750	4.5	3,500	4.2	19	4.2		3,420	4.1	3,170	3.8	18	3.8			
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,000	6.0	4,410	5.3	21	5.3		4,330	5.2	4,080	4.9	20	4.9			
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,750	6.9	5,660	6.8	25	6.8		4,410	5.3	4,330	5.2	21	5.2			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,830	5.8	4,170	5.0	18	5.0		5,660	6.8	4,750	5.7	23	5.7			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,170	5.0	3,830	4.6	17	4.6		3,580	4.3	3,250	3.9	15	3.9			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,170	5.0	3,920	4.7	17	4.7		3,830	4.6	3,670	4.4	16	4.4			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,500	5.4	4,330	5.2	19	5.2		4,410	5.3	3,830	4.6	16	4.6			
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,420	2.9	2,250	2.7	23	2.7		2,330	2.8	2,170	2.6	24	2.6			
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,170	3.8	3,000	3.6	23	3.6		2,670	3.2	2,500	3.0	20	3.0			
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,830	7.0	5,580	6.7	28	6.7		5,160	6.2	5,000	6.0	26	6.0			



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# Bulletin

July 22, 1983

## THE PRESIDENT'S JUNE 28 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, June 28, 1983, at 8:00-8:35PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	36.4	30.3
Average Audience		
Households	31.7	26.4
Total Persons*	19.7	42.8
Total Women	24.1	20.8
18-49	18.9	10.2
Total Men	19.6	15.3
18-49	15.8	8.2
Total Teens	12.6	2.7
Total Children*	12.5	4.0

\*Excluding children under 2 years of age.

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**NIELSEN NATIONAL TV RATINGS REPORT**  
**1ST JULY 1983 REPORT**  
**June 27-July 10, 1983**

Nielsen NATIONAL TV AUDIENCE ESTIMATES

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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